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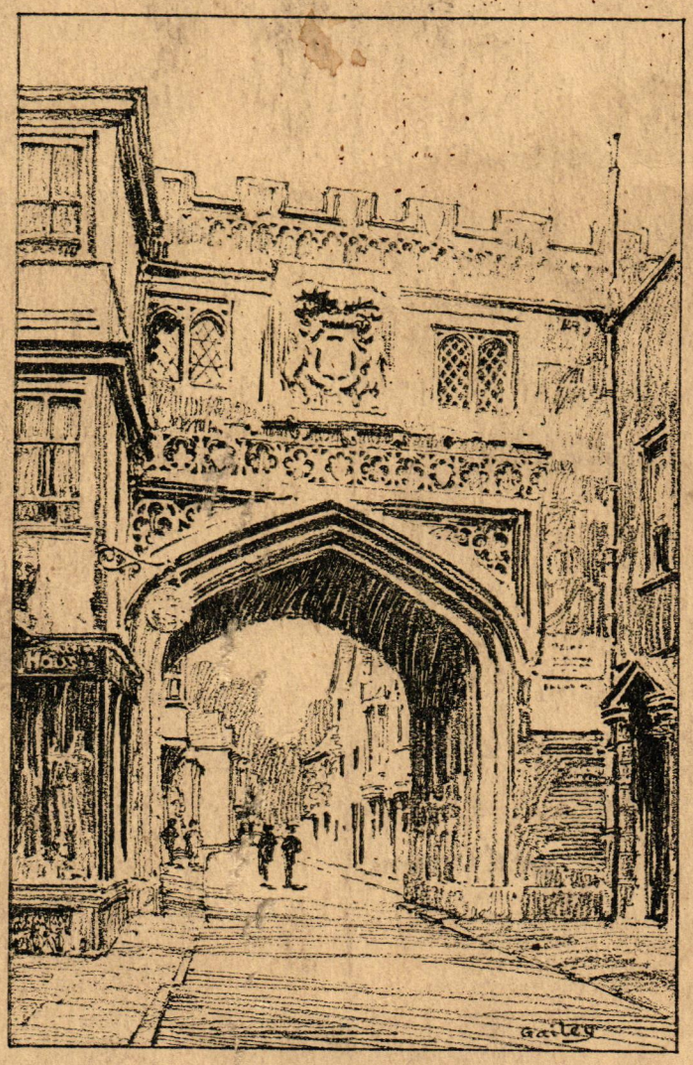
Southern Architectural and Industrial Arts Exposition Announced In This Issue

SOUTHERN ARCHITECT *and* BUILDING NEWS

"Since 1882"



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APRIL
1929

THE SOUTH'S ONLY JOURNAL OF ARCHITECTURE AND BUILDING

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THE old-world charm and faithful adherence to the traditions of the past characteristic of our mantels, have commended them to a very large number of the most distinguished architects of America. We work for craftsmanship and correctness of design and execution—not for quantity production—and the results are of proportionate excellence.

Our illustrated folder showing many designs is at your service. May we send it?

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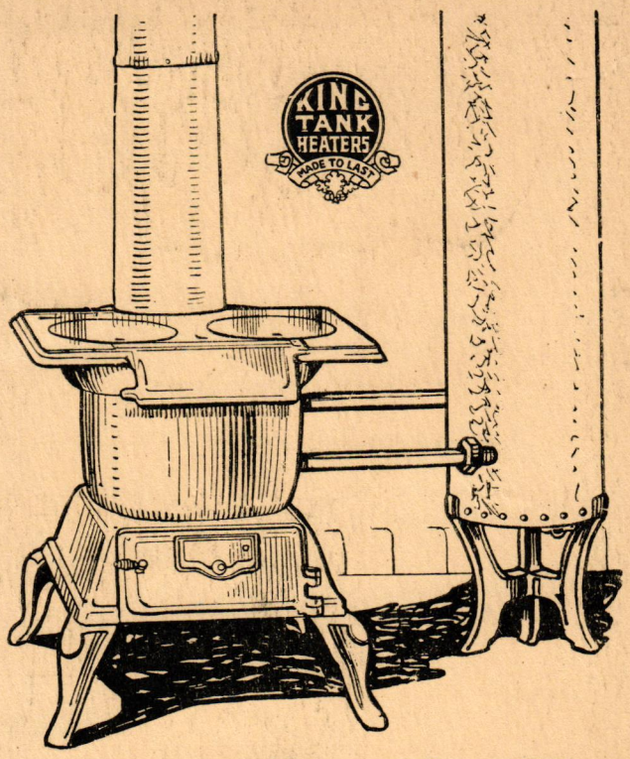

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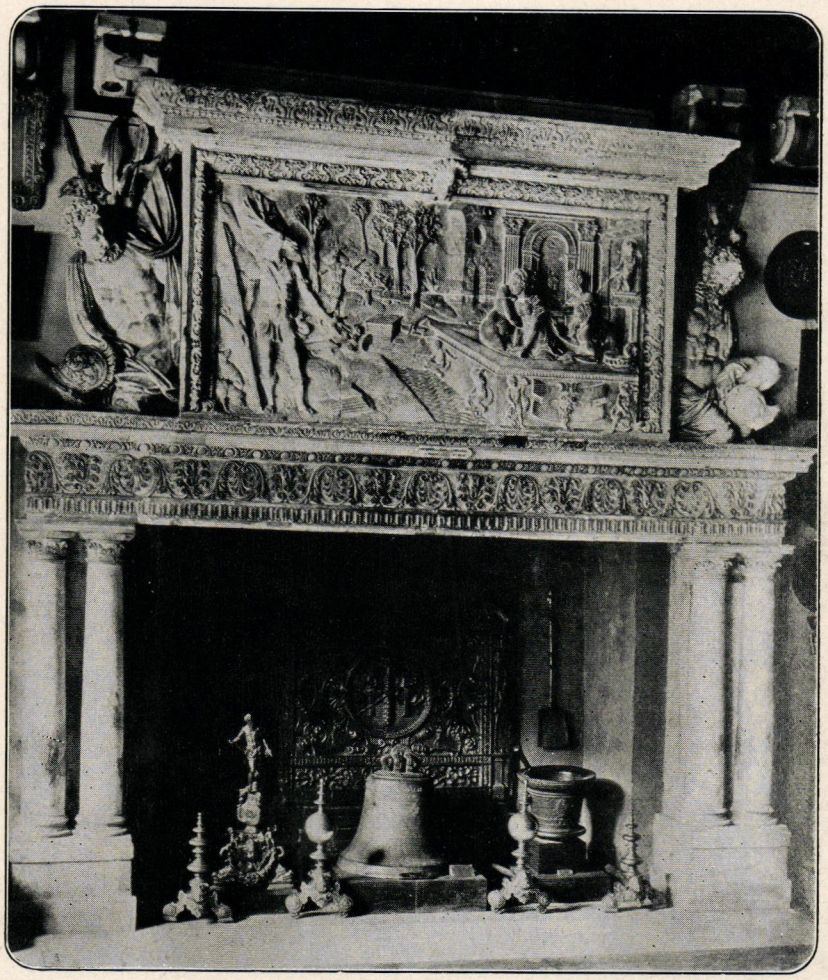
COVERT

Fireplace Construction



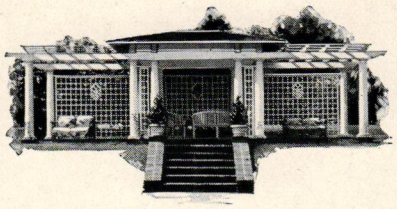
FIREPLACE IN THE HOUSE OF HUGNES LALLEMENT AT CHALONS-SUR-MARNE, FRANCE. MIDDLE OF XVI CENTURY

THE success of a fireplace is not all architectural. The method of construction is of vital importance. The illustration is the second of a series of interesting European fireplaces.

COVERT
FIREPLACE DAMPERS

Write for booklet written for the Architect, giving complete data on Covert System of Fireplace Construction.

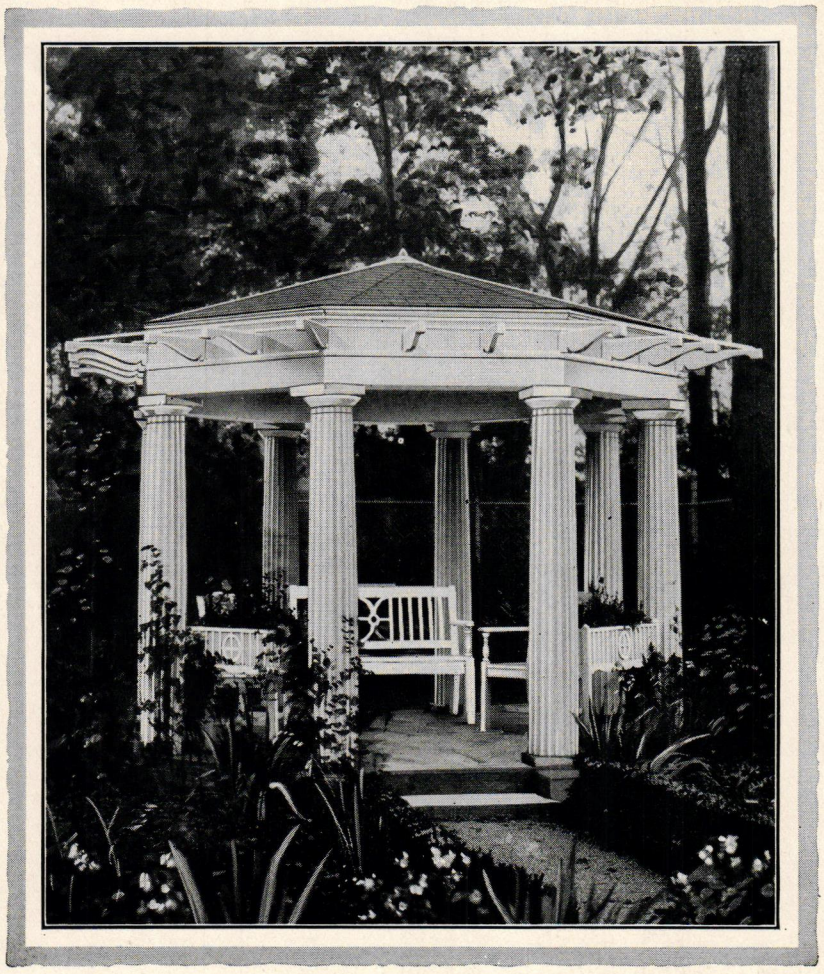
The H. W. COVERT COMPANY, 243 E. 44th St. N. Y.



A charming GARDEN HOUSE

will lend character and completeness to the surroundings of many homes

The possibilities for architectural adornment in extensive private gardens and public grounds, as well as in beautifying the yards and gardens of more modest homes, very often suggest the use of a pergola or garden house.



Hartmann - Sanders pergolas, garden houses and other outdoor features are a reflection of the modern quest for beauty and lend an unmistakable note of distinction to home surroundings. They are significant of life's finer and more beautiful phases.

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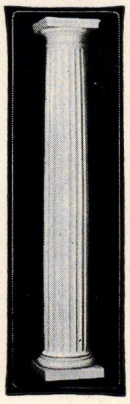

HARTMANN-SANDERS

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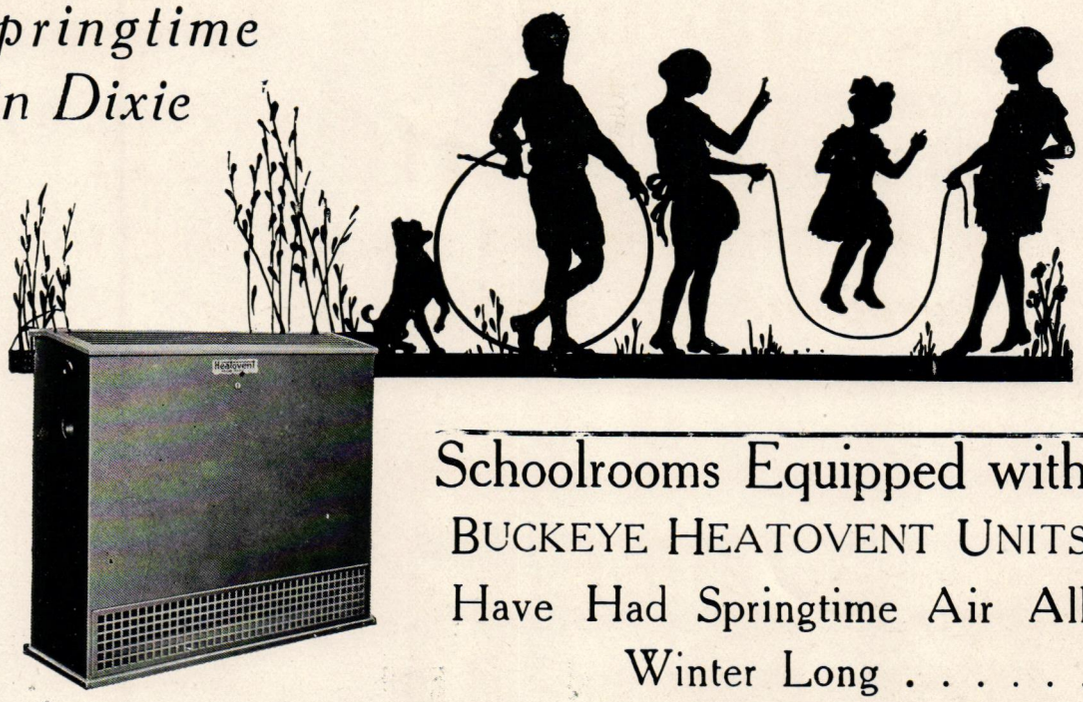
Springtime in Dixie



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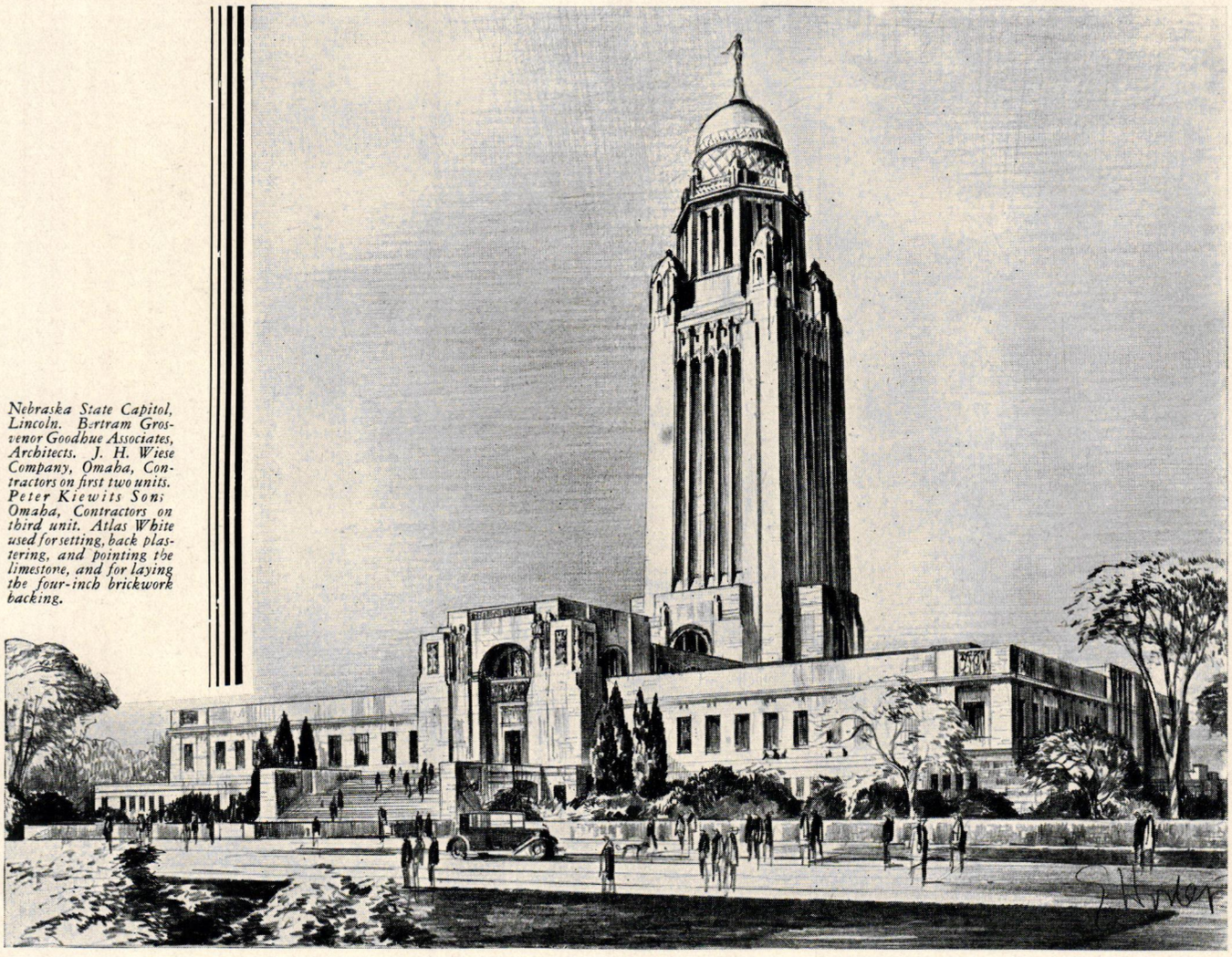

Nebraska State Capitol, Lincoln. Bertram Grosvenor Goodhue Associates, Architects. J. H. Wiese Company, Omaha, Contractors on first two units. Peter Kiewits Sons Omaha, Contractors on third unit. Atlas White used for setting, back plastering, and pointing the limestone, and for laying the four-inch brickwork backing.

A non-staining mortar of harmonizing color for all fine masonry

The stately grandeur of the Nebraska State Capitol rises stone on stone, each one in a setting of harmonizing color.

The mortar that achieved the architects' color theme, will also perpetuate its beauty, for it is made of Atlas White Portland Cement. Non-staining, it will never discolor the Indiana limestone which it encases.

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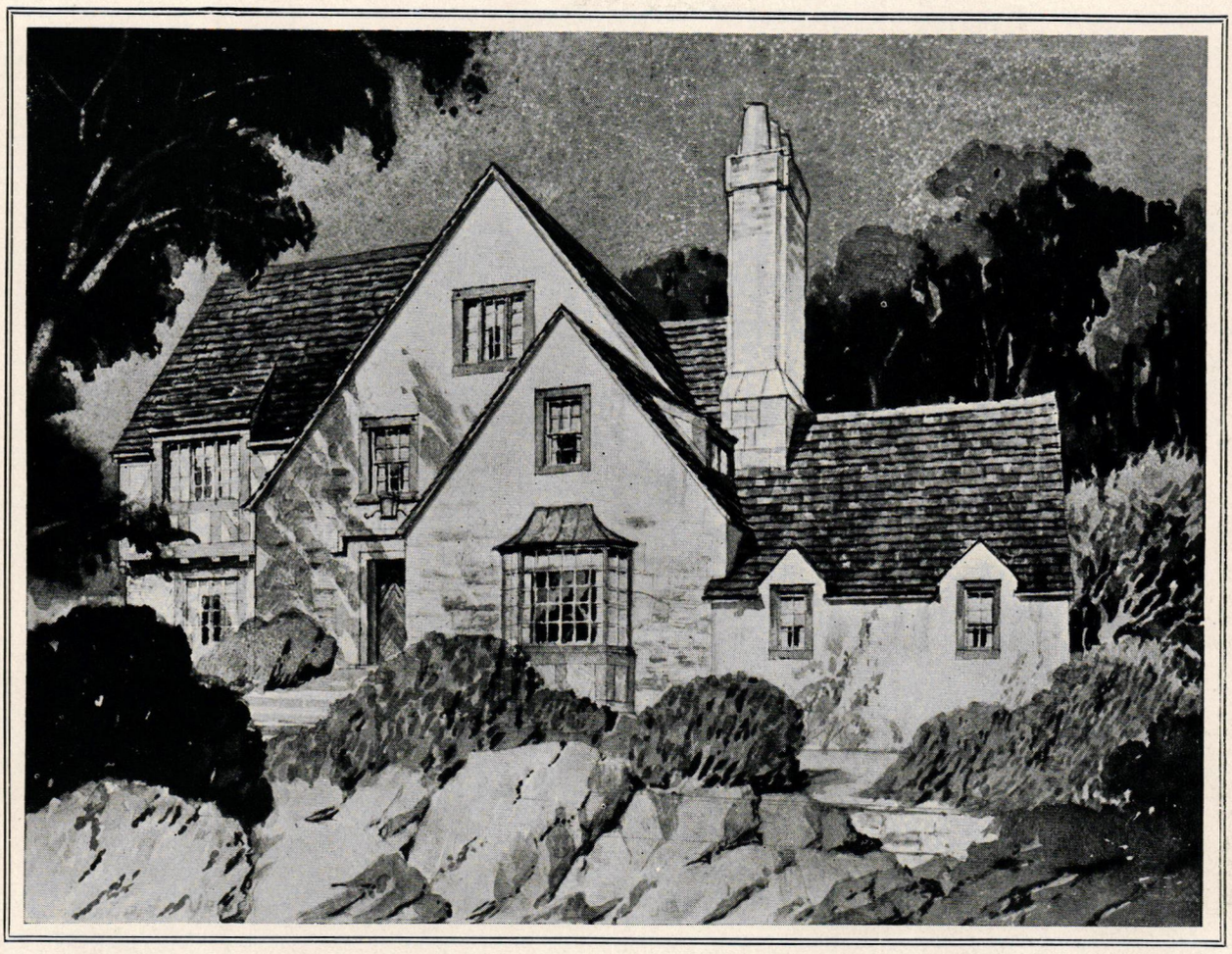

Residence at Scarsdale, New York. Edgar & Verna Cook Salomonsky, Architects

The Well-Informed Architect's Choice

When planning a home of English, French, Spanish or Italian architecture, the well-informed architect usually specifies a roof of IMPERIAL Roofing Tiles.

For his years of study and extensive travels abroad have taught him that tiles are the *appropriate* roof for homes of European origin.

But this is not his only reason for specifying IMPERIAL Roofing Tiles. He also knows that no other roof is as lasting, as fadeless, and as resistant to fire and the elements.

Close-up of IMPERIAL Brittany Shingle Tiles as used on the residence above. Note how closely they resemble Europe's century-weathered tiles.

There are IMPERIAL Roofing Tiles to harmonize with every type of architecture and with every color scheme. Rough in texture and mellow in tone, they actually cannot be distinguished from the time-worn tiles of the Old World.

As the less expensive ones cost no more than a commonplace, non-fireproof roof which must periodically be replaced, it is possible to employ them on the most modest residences.

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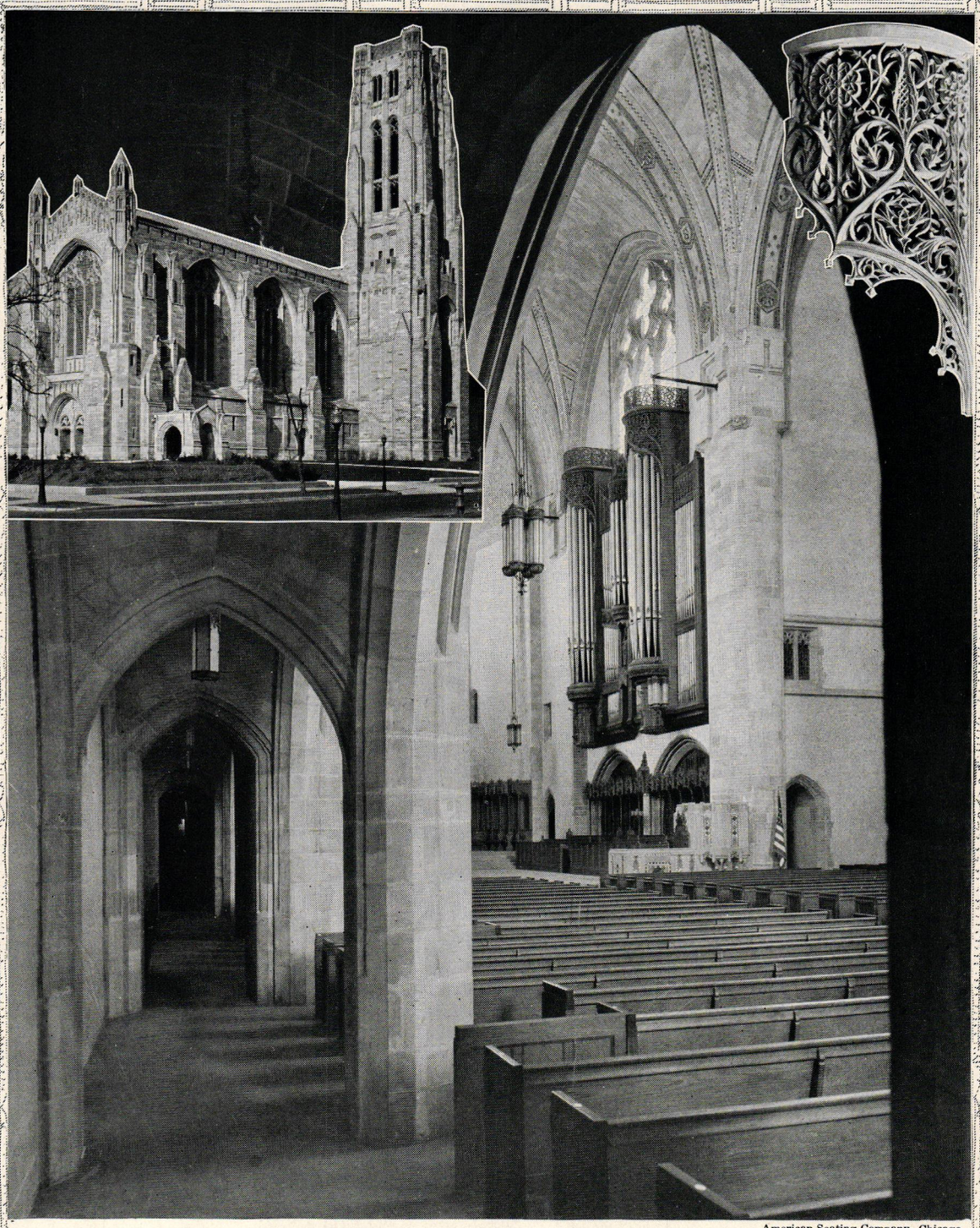

American Seating Company--Chicago

UNIVERSITY OF CHICAGO CHAPEL

SEATING AND WOOD CARVINGS BY AMERICAN SEATING COMPANY

Illustrated above—Seating, Choir Stalls and Organ Woodwork including detail of Traceried Screen for Organ Pipes

Bertram Grosvenor Goodhue and Bertram Grosvenor Goodhue Associates, *Architects*

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Your bathroom will be truly modern if equipped with an

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Self-Ventilating Closet

The ABINGDON Self-Ventilating Closet solves a problem that would still be a serious domestic drawback if we had not introduced this unit.

Thousands of housewives are embarrassed daily by the well-known bathroom nuisance. But ABINGDON Self-Ventilating Closets change all that. No disagreeable odors can linger.

One of the most popular features in modern residential specifications. Architects are invited to write for complete details regarding this and other units in the ABINGDON line.

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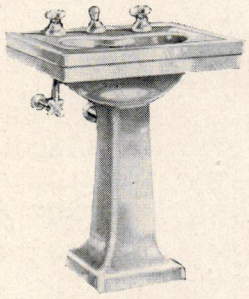

ABINGDON is a mark of plumbing quality. One of the most beautiful units in the line is this "Delcrest" lavatory.

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The fact that Fords Stalls were selected from many makes in a highly competitive market proves that Fords has produced a product that is high in quality in every respect.

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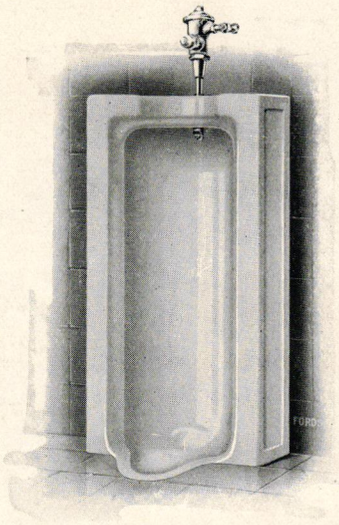

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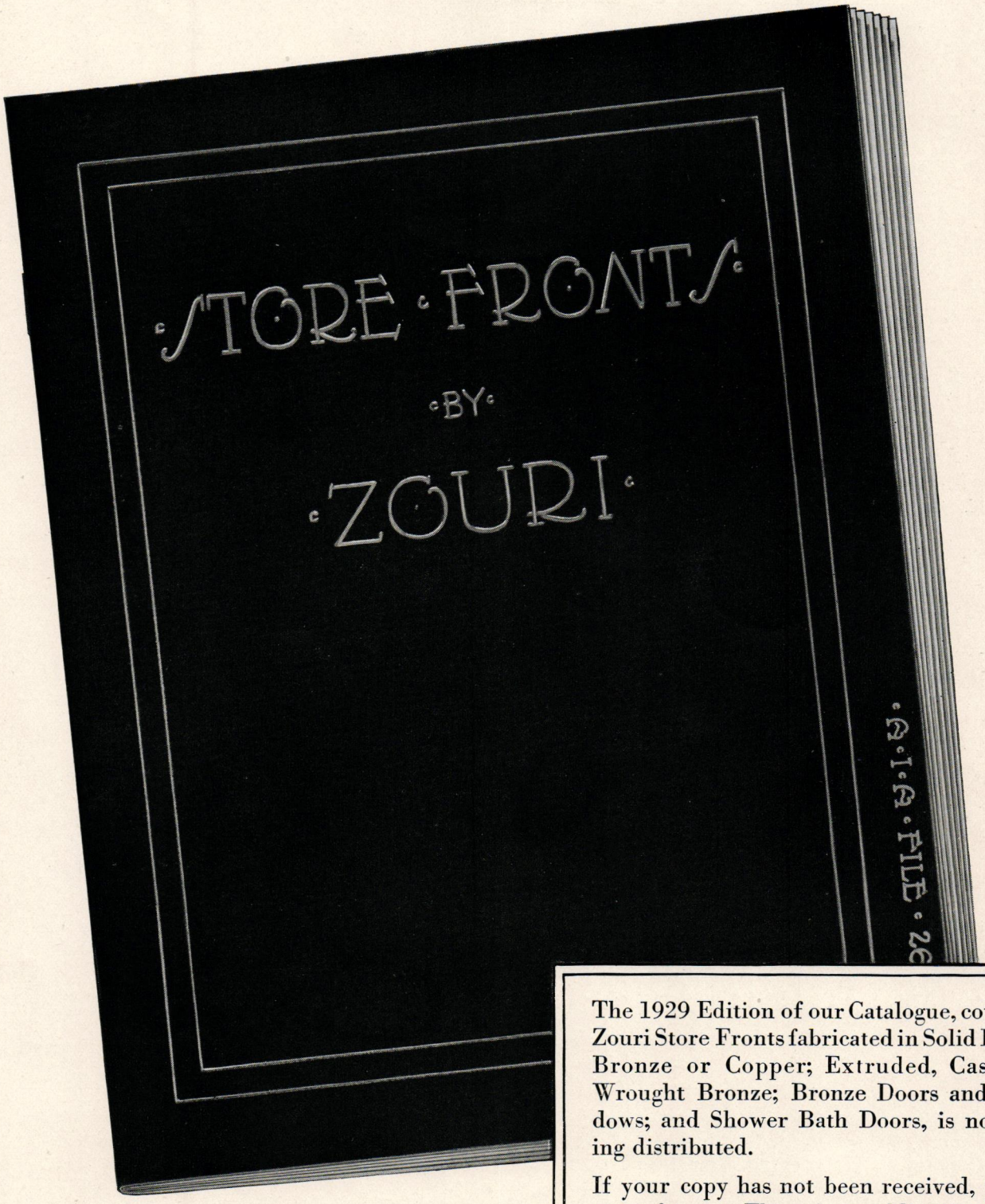

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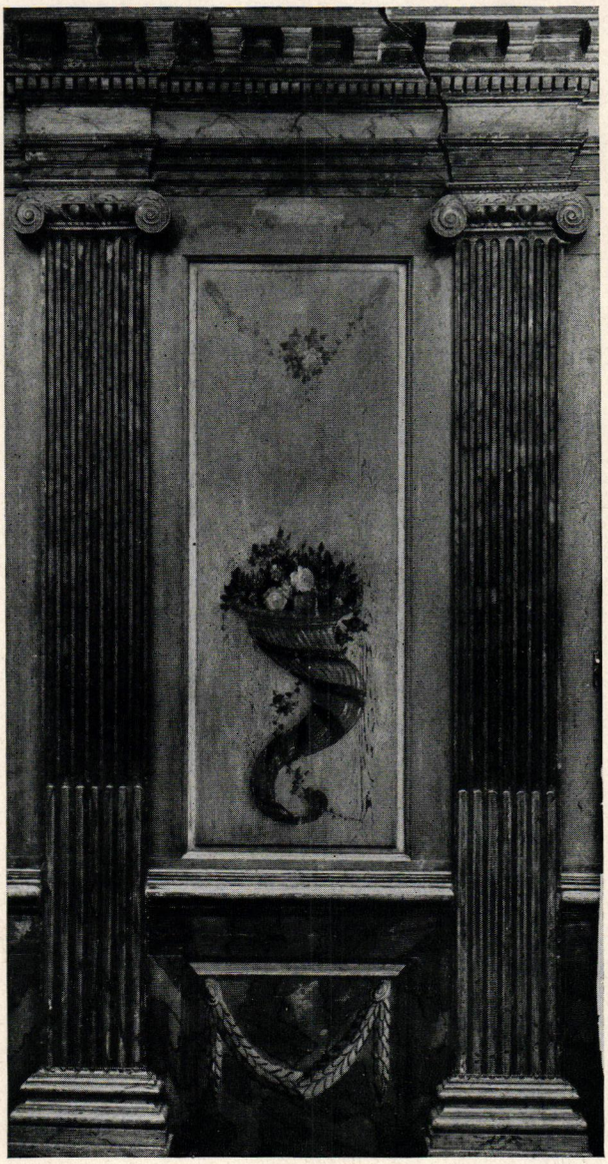

Distinction

From the Metropolitan Museum of Arts, New York City, comes this very fine example of early 18th Century woodwork. This detail was taken from a room in "Marmion," King George County, Virginia. This house stood on the estate first owned by that William Fitzhugh from whose letters has been gleaned so much information of the early economical and social life of Virginia. Elegance and distinction in home life was traditional with the Fitzhugh's.

In The Traditional Eighteenth Century Manner

THE charm and interest so apparent in this woodwork detail from "Marmion," King George County, Virginia, suggest the studied care which makes our Early Eighteenth Century American homes a source of inspiration for our contemporary architects who are seeking for their guidance the best in traditional design. Enduring beauty of line—rich in architectural character makes the quality of this early work worthy of perpetuation in our modern homes.

THE same good taste which dictated the erection of these elegant interiors of the Early Republic is everywhere apparent in the South today —architects and clients are meeting on a happy ground of understanding. The matter of execution of such delicate woodwork details is a serious problem that should be given more than usual consideration by the architect. The very finest craftsmen thoroughly imbued with the spirit of commercial perfection are at your service in the plants of the millwork manufacturers listed here.

There is no millwork commission too small nor a job too large for these manufacturers to handle promptly and with a collaboration that will make your problem easier.

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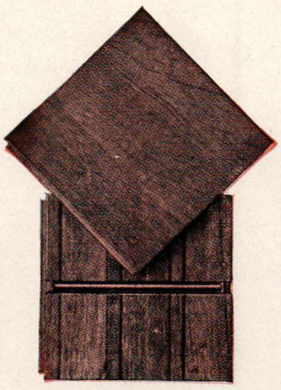
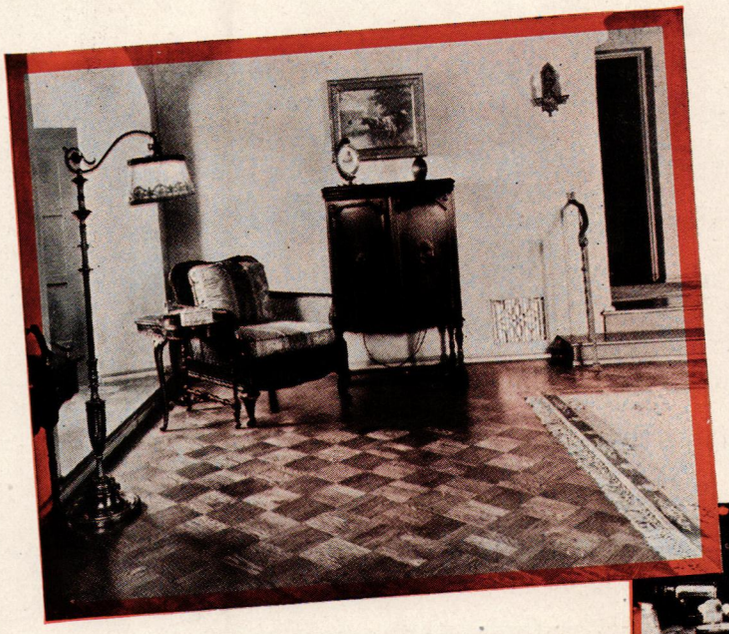


6¾" oak floor block

*This unit oak floor block, *CELLized,* now provides a design oak floor at reasonable cost for every home. Unexcelled for offices, hotels, ball-rooms, clubs, display rooms, public buildings, hundreds of uses for which a design oak floor has hitherto been too expensive.



Style, permanence, lowest upkeep cost—combined in a floor of unique beauty. Each block is a complete unit of three or more oak flooring strips, full $\frac{13}{16}$" thickness, splined together. Laid quickly and easily in EVERBOND, a plastic cement without nails, directly over concrete or wood subfloor. The floor is comfortable and sound-deadening, as EVERBOND is a non-vibrating medium. Each block is *CELLized (treated) to reduce the tendency toward change in size. Protects against insect attacks and decay. The cost is but little more than regular strip flooring, and less than many perishable floor coverings.

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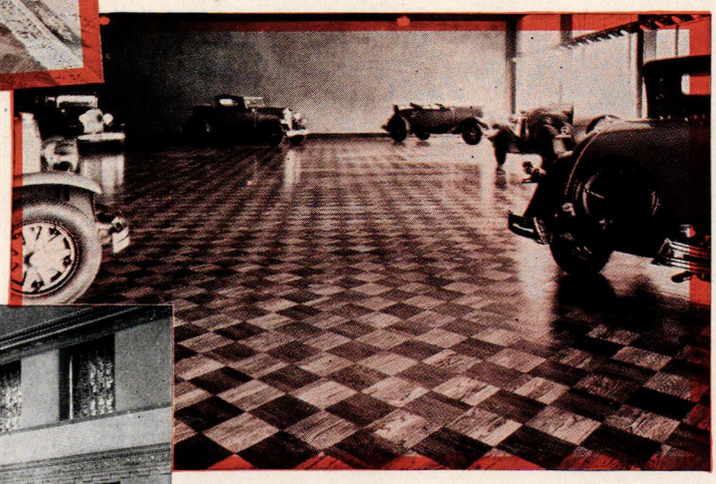
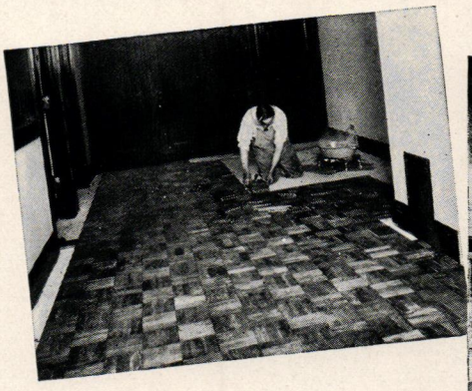
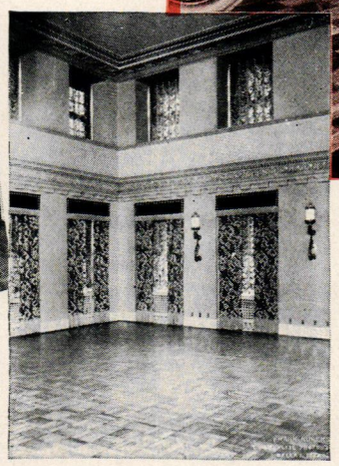


Display room of John T. Fisher Motor Company, Memphis, Tennessee



*Laying *CELLized oak floor blocks in EVERBOND over a wood subfloor, in a Chicago office building.*



Ball room of the Dallas Athletic Club, Dallas, Texas.

Three sizes—6¾", 9" and 11¼" blocks: all grades. May be laid in regular or half center square pattern, or diagonally, with wing blocks for border.

***CELLized oak floor blocks are guaranteed by *CELLized Oak Flooring Inc., when laid by approved and licensed flooring contractors. The names of those licensed to use this label in your locality will be supplied upon request.**

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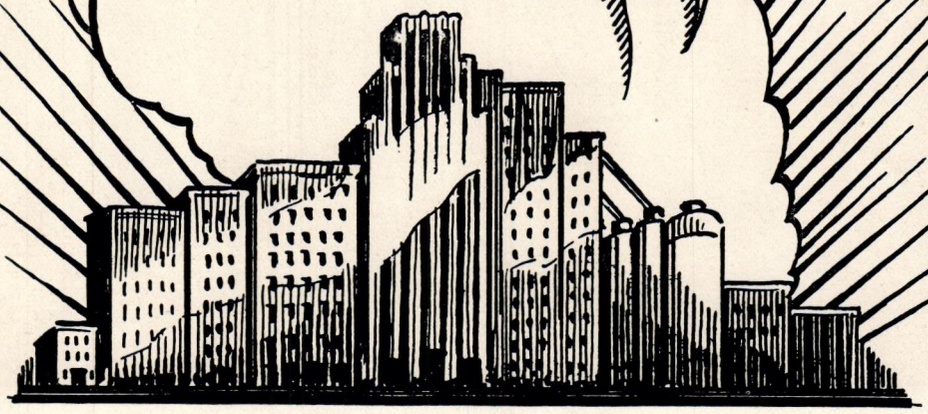

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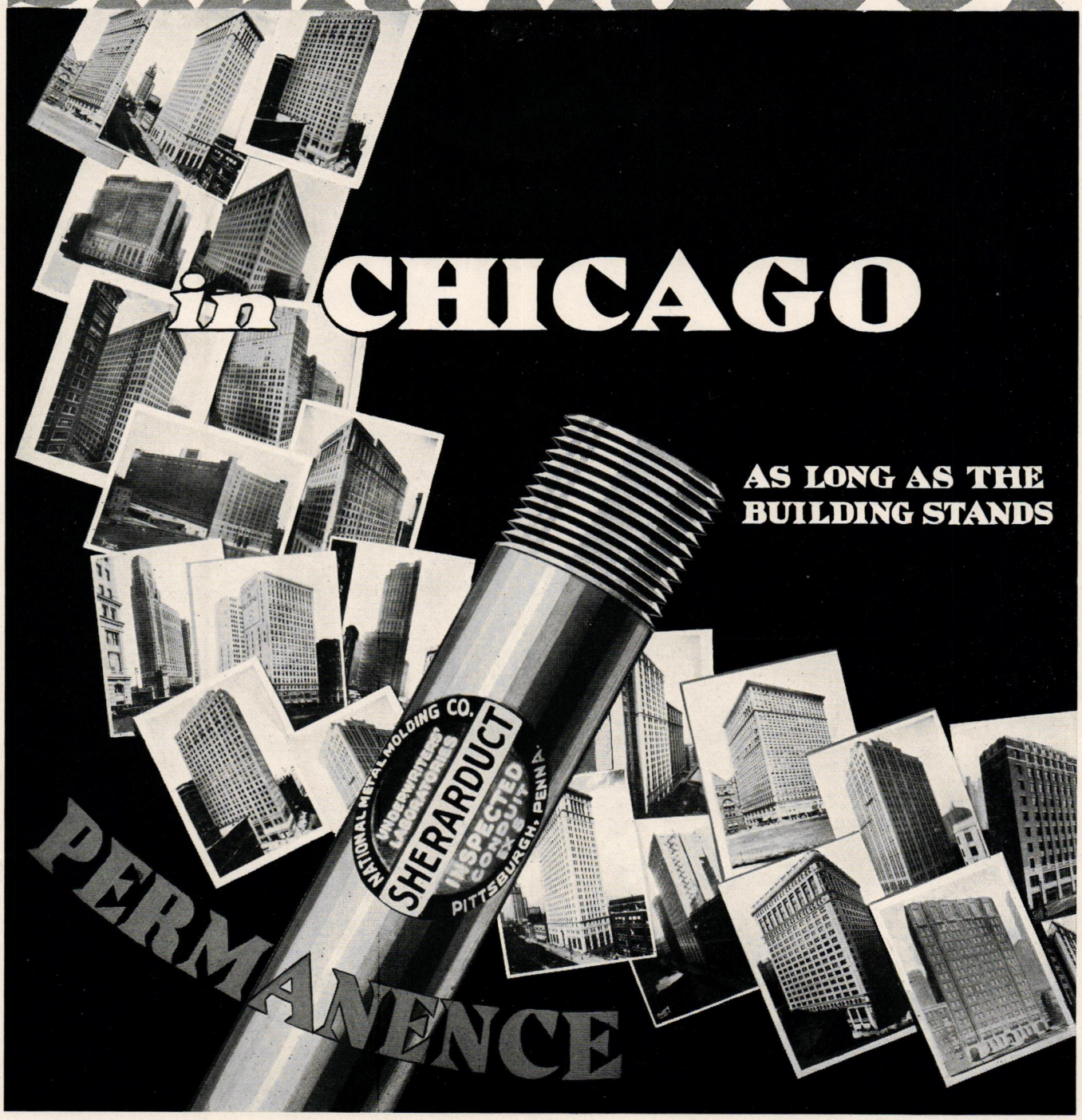

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—whose tone is uniform and light—a stone that emphasizes the vertical lines characteristic of modern design—that is instinct with life, warmth and attractiveness—and we have two billion feet—all grades!

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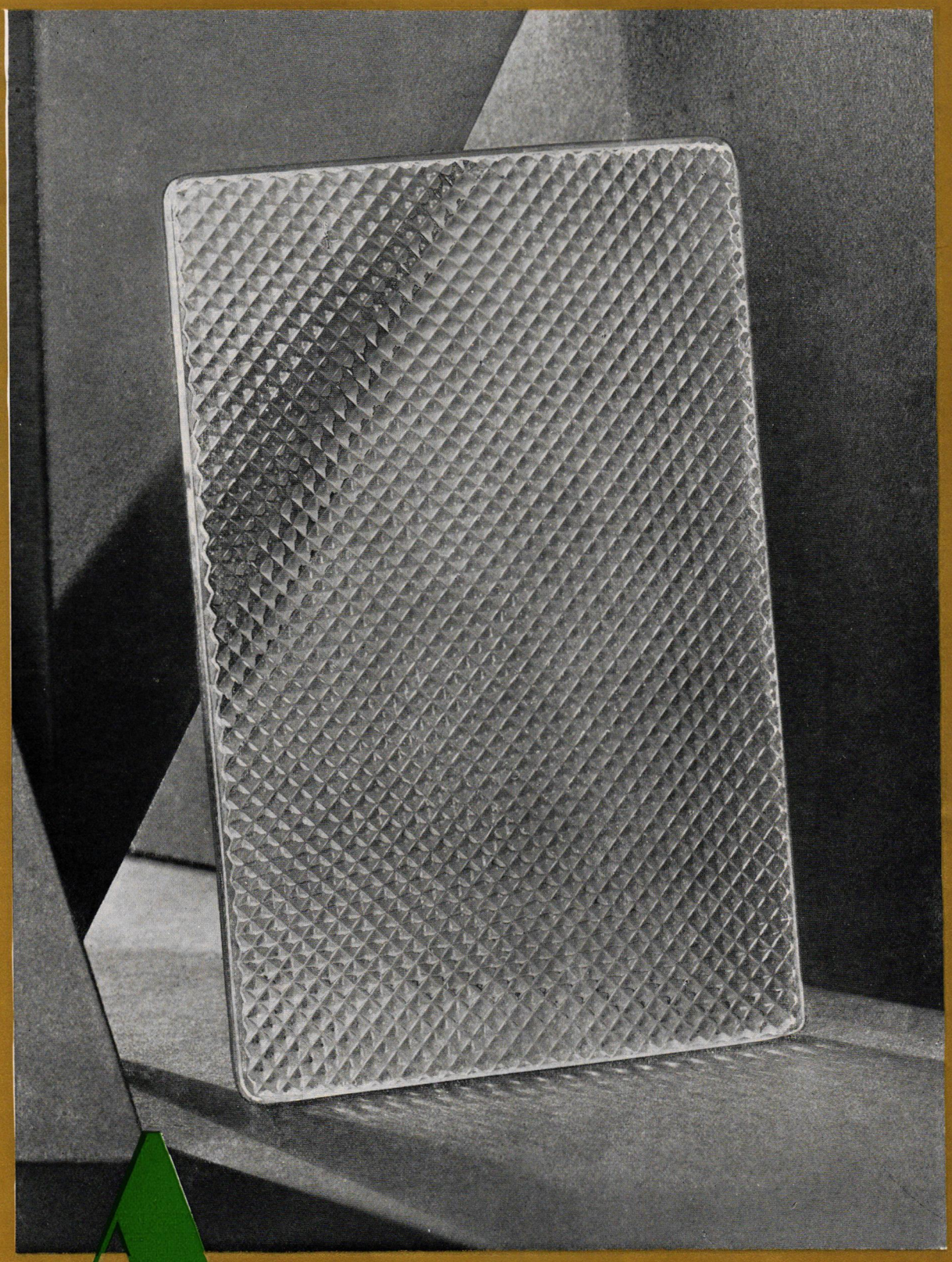

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A MISSISSIPPI GLASS *(See next page)*

BEAUTY *and* EFFICIENCY

make this glass ideal for partitions

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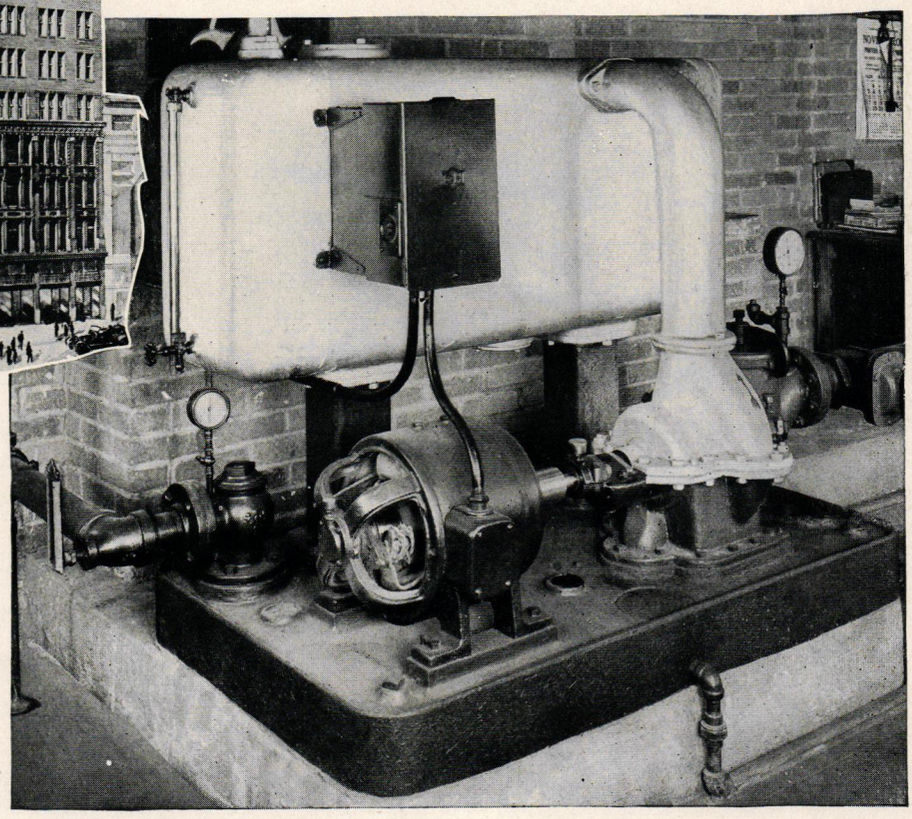

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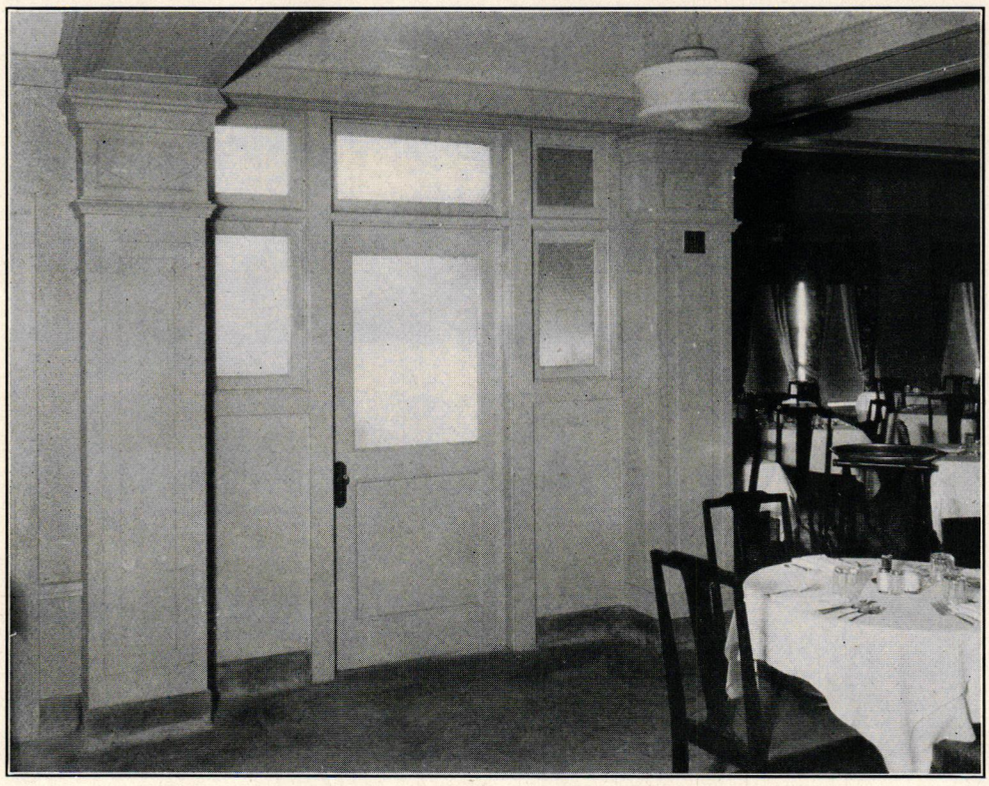
"The Coated Sheet Without a Flake."

A Spelter Alloy Coated Sheet Metal Individually Best Suited for FIRE DOORS & EXTERIOR DOORS & TRIM.



Acceptable to the Board of Underwriters.

The Coating Does Not Flake or Peel When Fabricating the Metal. Paints, Enamels and Lacquers Adhere Firmly to this Sheet -Which Can Not Be Said of a Galvanized Sheet.

Makers of Galvanized Long-terne & Super-Metal Sheets.

Manufactured by

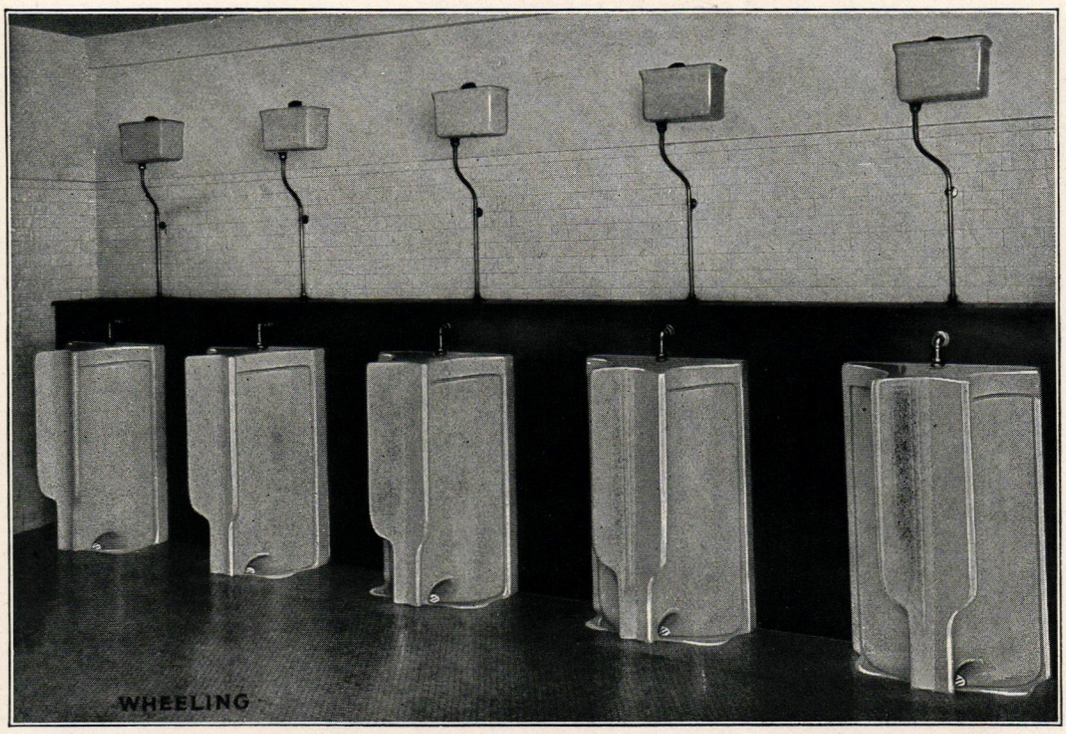
The Superior Sheet Steel Co.

Division of Continental Steel Co

Canton, Ohio

The DUPLEX --- Something New in Urinal Stalls

"AVON" SEMI-VITREOUS PORCELAIN WARE



This installation at

Quigley Seminary
Chicago, Illinois

Joseph W. McCarthy
Architect
139 North Clark St.
Chicago, Illinois

5-Plate 79E
Duplex Stalls
(Double Wing)
With
3-gallon automatic
Flush Tank
Nickel plated
1-inch supply

These five stalls have same capacity as ten 24 in. regular porcelain stalls.

DIMENSIONS
Width over all, 28 in.
Height over all, 48 in.
Floor line to top, 43½ in.

The cost of the Duplex Stall, and installing the same, is considerably reduced where a battery of two or more urinals is involved. Only one waste strainer is required; while no inlet spreaders are needed, as the spreaders are made integral with the top of the Duplex Stall, and flush thoroughly every part of the surface. The roughing cost is reduced 50% over a battery of two regular old style stalls.

Exact spacing of two or more Duplex Stalls is not essential; the distance apart is optional with architect and owner.

SOLD THROUGH JOBBERS OF PLUMBING SUPPLIES. WRITE US FOR DESCRIPTIVE CIRCULAR.

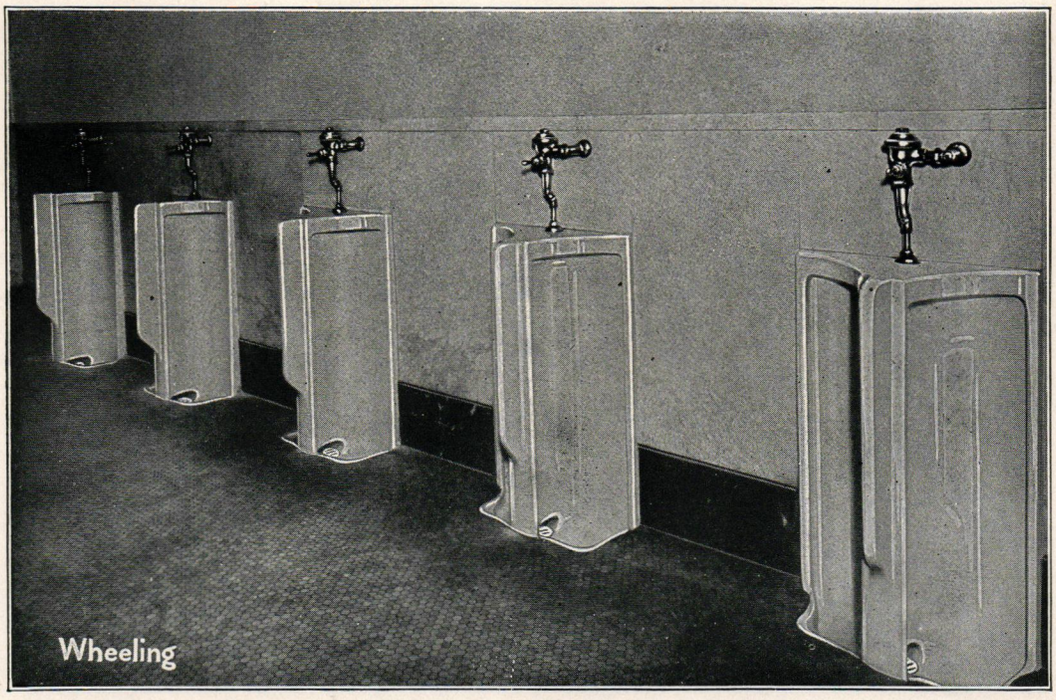
This installation at

Scottish Rite
Cathedral
Wheeling, W. Va.

Fred F. Faris
Architect
1117 Chapline St.
Wheeling, W. Va.

5-Plate 78E
Duplex Stalls
(Single Wing)
With
Nickel plated
Flush Valve

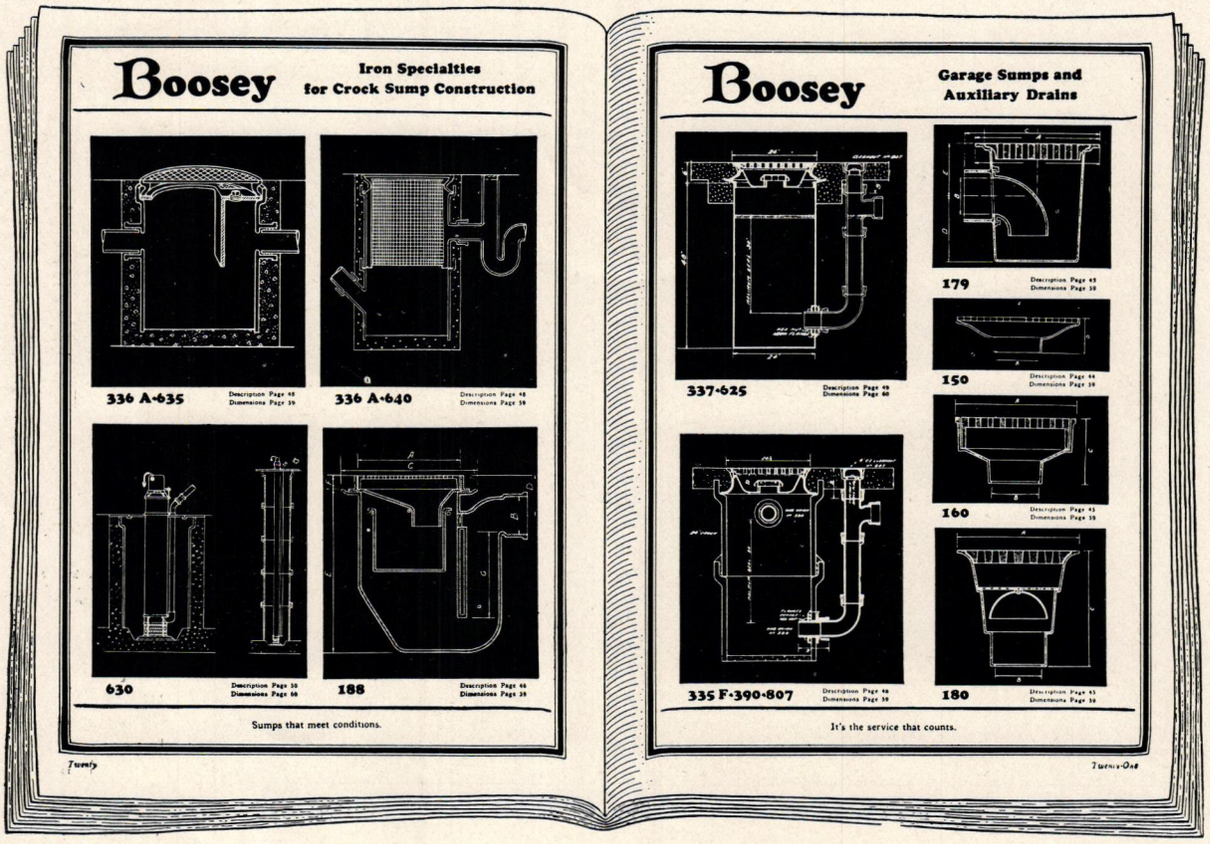
DIMENSIONS
Width over all, 24 in.
Height over all, 46 in.
Floor line to top, 41½ in.



WHEELING SANITARY MFG. CO., Wheeling, W. Va.

Branch Office and Show Room:
315 Wrigley Building, Chicago, Illinois
J. J. HICKEY, Office, 185 Devonshire St., Boston, Mass.
Warehouse, 240 Albany St., Cambridge, Mass.

VITREOUS CHINA—Water Closet Bowls, Flush Tanks, Lavatories, etc.
SEMI-VITREOUS PORCELAIN—Bath Tubs, Lavatories, Drinking Fountains, Kitchen Sinks, Laundry Trays, Urinal Stalls, etc.
ENAMELED IRON—Bath Tubs on feet and on base, Lavatories and Kitchen Sinks.



Seventy pages of drainage information for specification writers, draughtsmen, architects' superintendents and plumbers' foremen. This catalog gives detail, description and measurements of:

Cleanouts

Factory
Flush
Heavy duty
Road
Tile floor

Closet Connectons

Brass flanges
Cast iron flanges
Cast iron extensions
Special tee connections

Seepage Sump Pumps

Varying in length from 4 to 20 feet

Covers

Cleanout
Factory manhole
Garage sump
Gas tight
Meter pit
Road manhole
Valve pit

Drainage Valves

Automatic
Back pressure
Combination
Drainage
Gate

Seepage Drains

Back pressure
Floor
Fountain
Invisible yard
Road
Roof
Sediment
Shower
Swimming pool
Urinal

Sump Drains

Garage
Laundry
Sand
Tile drain

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5140 Hamilton Avenue - - Detroit, Michigan

Chicago Office: D-23 Builders Exposition Bldg., 228 N. LaSalle St.

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for faster service

Press the button... PEELLE counterbalanced action functions instantly. Opening vertically, quickly and quietly, the doors permit full entrance and exit. Press the button again...they close...a sturdy fireproof shaftway protection ready for action. PEELLE electric freight operators used with PEELLE Doors speed vertical freight traffic and effect economies in handling costs. Scores of installations have established these facts by outstanding performance. Consult our engineering department, or a complete PEELLE Catalog will be sent on request.

THE PEELLE COMPANY, Brooklyn, New York
Boston, Chicago, Cleveland, Philadelphia, Atlanta, and 30 other cities
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PEELLE Freight Elevator DOORS

"The doorway of America's freight elevator traffic"

An FA Estimate establishes a cost standard on the job. To buy for less you must sacrifice quality

One of the reasons for the general acceptance of FA leadership in panelboards is the unvarying quality and right-price-first estimates which everyone obtains from FA at all times.

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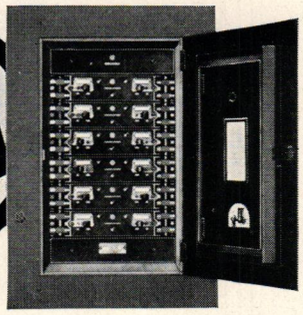

FA Panelboards are priced accurately on known costs, definitely established by a cost finding system of national renown. Full value at the minimum amount is assured.

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Send for the FA Catalog. Call in the nearest FA man for any co-operation or information you need. Estimates gladly supplied free.

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ST. LOUIS

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TRADE MARK
The Brasscrafters

Published by J. P. Eustis Manufacturing Company

CAMBRIDGE, MASS.

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J. P. EUSTIS MFG. CO., 12c Ames Street

This New SILVERING PROCESS is the first REAL Advance in Mirror Making since 1691. Intensified, Lasting Brilliance Now Guaranteed in the Brasscrafters "Evalast" French Plate Mirrors.

French Plate Glass was first introduced in 1691. It was then the art of mirror making received a new impetus, French mirrors soon excelling those of Venice.

However, no basic advance was made over the old silvering process. Some missing element in the formula left the delicate coating of silver non-resistant to the action of steam, moisture, and varying climatic conditions. This susceptibility to quick corrosion under adverse outside influences has always been the cause of mirrors becoming dull and streaky—subject to the annoyance and expense of frequent resilvering.

Yet in spite of persistent efforts to discover a satisfactory formula for bonding silver to glass, no fundamental progress in the process was made until the present year.

A 1929 IMPROVEMENT

In Brasscrafters "Evalast" French Plate Mirrors modern chemistry and engineering offer a 1929 creation. These mirrors, the result of an infinite amount of technical skill, treatment, and care, are distinguished by the following exclusive characteristics:

A newly perfected coating of silver, laboratory-formulated, and so sealed as to be impervious to corrosion from fumes, steam, moisture and water.

The practical advantages of this new protection result in a reflecting surface of intensified, lasting brilliance. This has been proven by chemical and physical tests. In addition to laboratory experiments Brasscrafters "Evalast" Mirrors have been subjected to rugged outside conditions. Mirror Plates *have been buried in the moist earth*, exposed to salt air, to live steam and water, and to extremes of temperatures, *without showing the slightest trace of corrosion or oxidation.*

The beauty of this Flambeau Design, taken from the baths of Titus, is a joy forever in the Brasscrafters "Evalast" French Plate Mirror

ARCHITECTS AND OWNERS INTERESTED

Since February of this year, when the Brasscrafters "Evalast" French Plate Mirrors were first announced in these pages, there has been a gratifying response from the profession and the public alike. Architects and owners, confronted with constant conditions of water and moisture such as in Bathrooms, Steamships, and Barber Shops, have been quick to see the advantages of a mirror *guaranteed free from silver corrosion.* Builders who must set mirrors in close proximity to freshly plastered walls, or water pipes; owners of water-front property, various beauty salons throughout the country have all evidenced their approval of the new Brasscrafters "Evalast" French Plate Mirrors.

While we are perfecting our arrangements for the national distribution of this remarkable new mirror, you are cordially invited to write us at headquarters for prices and additional information.

TRADE MARK
The Brasscrafters

J. P. Eustis Manufacturing Co.

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RELIANCE FIRE-PROOF PRODUCTS

IN THE SOUTH'S FINEST DEPARTMENT STORE

THE new building for the Davison-Paxon Company, affiliated with R. H. Macy of New York, in Atlanta, is a striking illustration of the South's commercial development.

In keeping with the architectural beauty of the exterior facade Reliance Bronze Doors were used for all entrances and for absolute safety of the finest wares Reliance Fire-proof Doors were installed in this structure.

We are working in collaboration with architects and engineers throughout the South and will be pleased to work with you whenever fire-proof products are to be installed.

See Our Catalogue in Sweets 21st Edition, Pages A. 819-821

RELIANCE FIREPROOF DOOR CO.

BROOKLYN, N. Y., 77-103 Dobbins St. LUKE SEAWELL, Atlanta, Ga., 144 Spring St., N.E.

Hollow Steel and Kalamein Doors - - Combination Steel Bucks
ORNAMENTAL AND ARCHITECTURAL BRONZE
Standard Equipment in the Finest Buldings

The Powers Memorial Reredos, ST. STEPHENS P. E. CHURCH, Westhampton, Va., Frank Watson, Thompson & Edkins, Archts. Executed by DeLong Furniture Co., 1505 Race St., Philadelphia. (Catalog on request.)

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"We find, too, that most tenants prefer hardwood floors in their offices, which is simply another good reason why we feel our original choice of Maple Flooring was a wise one."—

R. H. BELL, JR.,
Manager, Straus Bldg., Chicago.

"Our choice of Maple Flooring was a wise one,"

says R. H. Bell, Jr., *Manager of Straus Bldg., Chicago*

Like many other managers of well known office buildings throughout America, R. H. Bell, Jr. has discovered a unique combination of desirable features in Northern Hard Maple Flooring.

In its natural golden hue, or finished in one of the darker colors rendered by new fadeless penetrating stains, a Northern Hard Maple floor will appeal to the man who selects office space.

This unique hardwood flooring, moreover, never slivers or splinters. Harsh usage simply makes it smoother with time. It actually outwears stone! It is exceptionally easy to clean and keep clean. And it simplifies under-floor alterations in the building.

Let your floors help you rent your space. Northern Hard Maple will do that . . . and more. Its remarkable durability will help you reduce maintenance costs. It will pay you to investigate the advantages of Northern Hard Maple.

Members of the Maple Flooring Manufacturers Association have contributed many thousands of dollars and years of work to standardize and improve the manufacture and grade uniformity of Northern Maple, Beech and Birch Flooring. The following manufacturers only are licensed to use the Association Trademark MFMA. Specify MFMA on the flooring you use.

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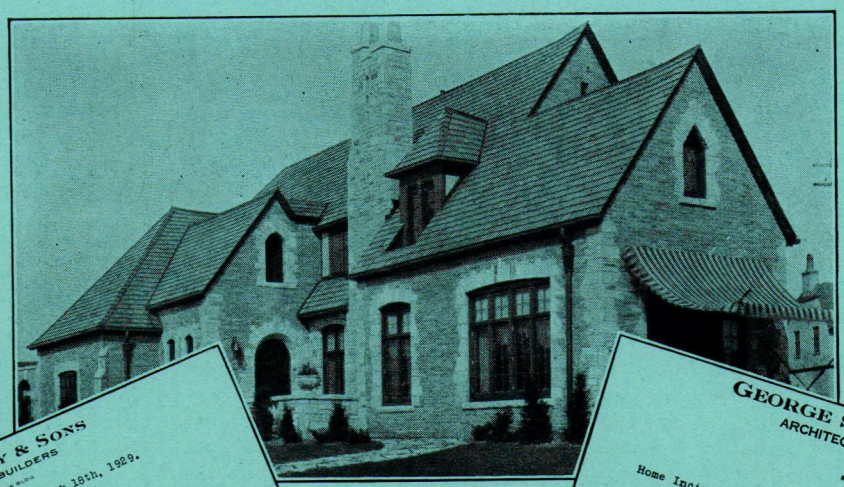

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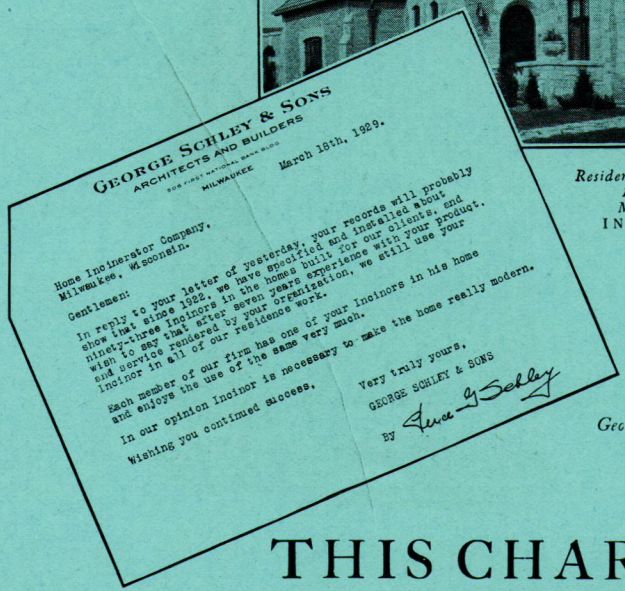

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ARCHITECTS AND BUILDERS
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MILWAUKEE March 18th, 1929.

Home Incinerator Company,
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Gentlemen:

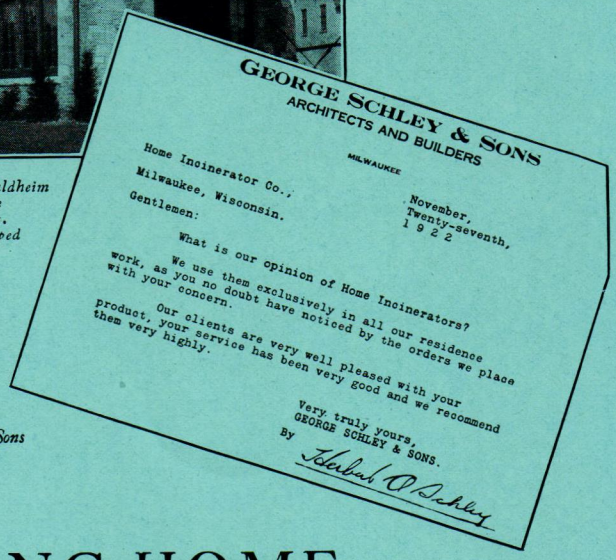
In reply to your letter of yesterday, your records will probably show that since 1922, we have specified and installed about ninety-three Incinors in the homes built for our clients, and wish to say that after seven years experience with your product, and service rendered by your organization, we still use your Incinor in all of our residence work.

Each member of our firm has one of your Incinors in his home and enjoys the use of the same very much.

In our opinion Incinor is necessary to make the home really modern.

Wishing you continued success,

Very truly yours,
GEORGE SCHLEY & SONS
By Perce G. Schley



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MILWAUKEE

Home Incinerator Co.,
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November,
Twenty-seventh,
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Gentlemen:

What is our opinion of Home Incinerators?

We use them exclusively in all our residence work, as you no doubt have noticed by the orders we place with your concern.

Our clients are very well pleased with your product, your service has been very good and we recommend them very highly.

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GEORGE SCHLEY & SONS.
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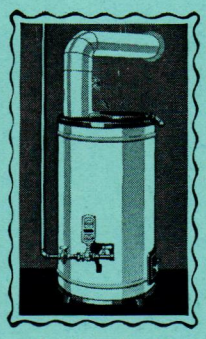
For Incineration, architects are specifying "INCINOR"

For seven years Mr. Perce G. Schley, A. I. A., designer for the Milwaukee architects, Geo. Schley & Sons, has specified INCINOR for his charming residences. Notice the letter dates—seven years' unqualified endorsement! Like many another architect alert to contemporary trend, Mr. Schley bases his sound, domestic design on owner pleasure and comfort. INCINOR, as an important element of comfort, is specified everywhere by modern architecture.



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Investigate "INCINOR"—*send the coupon today* for complete Architectural File Data.

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SECURITY BUILDING

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THE HOME INCINERATOR
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COMPLETE WITH FULL AUTOMATIC CONTROL

The Proved! LACO

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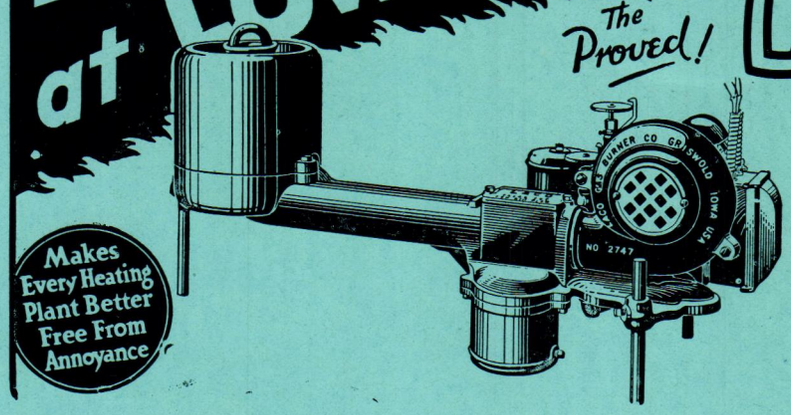

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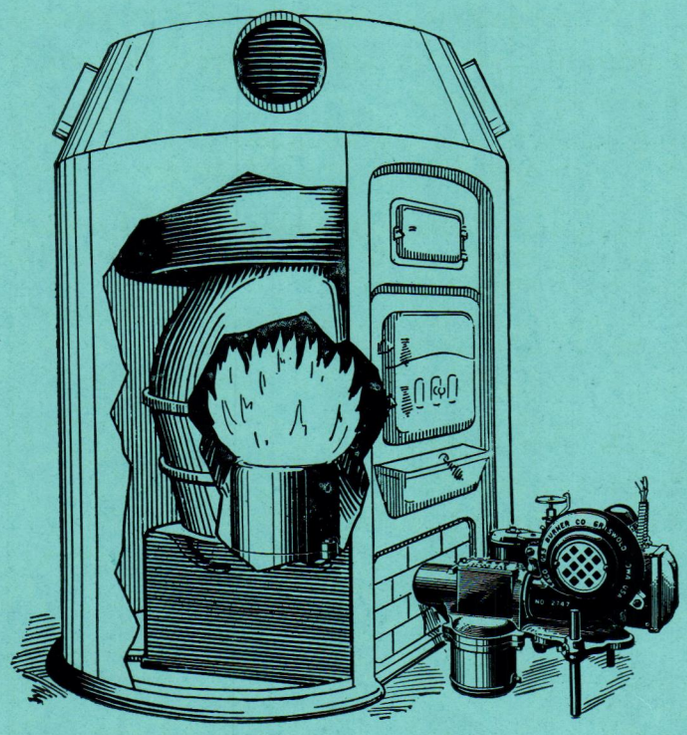

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1 Sheet Kraft Paper
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7-PLY will not tear in the wind or through rough handling; will bend or crease without cracking; conforms readily to odd shapes; handles easily on the job. It is indeed the perfect insulating paper for every construction purpose.

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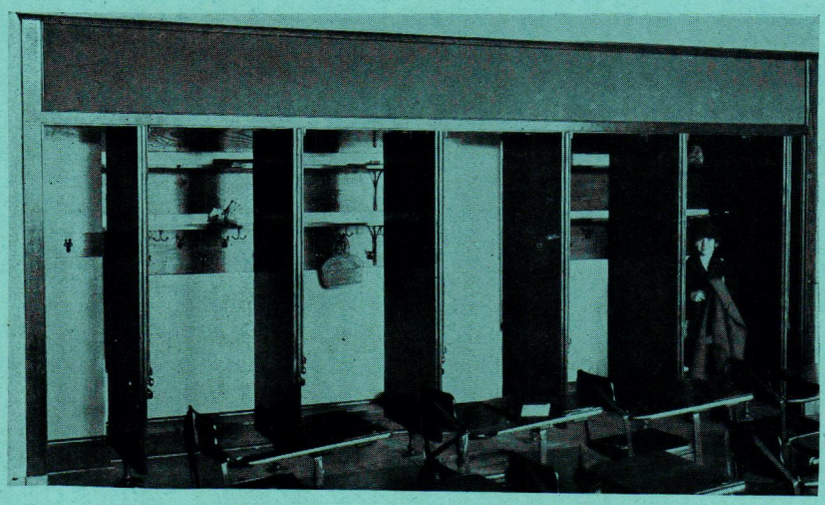
City . . . . . .
Attention of . . . . . .

"It isn't Right, to Tempt Them"



How often we have heard this said about leaving money laying around carelessly . . . about displaying costly jewelry unnecessarily. Yet in the school rooms not equipped with a safe method of taking care of books and wraps, we tempt little boys and girls in the most formative period of their lives! There is a constant temptation before them in those unlocked doors . . . those pretty clothes and nick nacks, that they can't resist. Stealing from the open clockroom is so easy that even small children carry on this petty pilfering and turn into "Baby Bandits".

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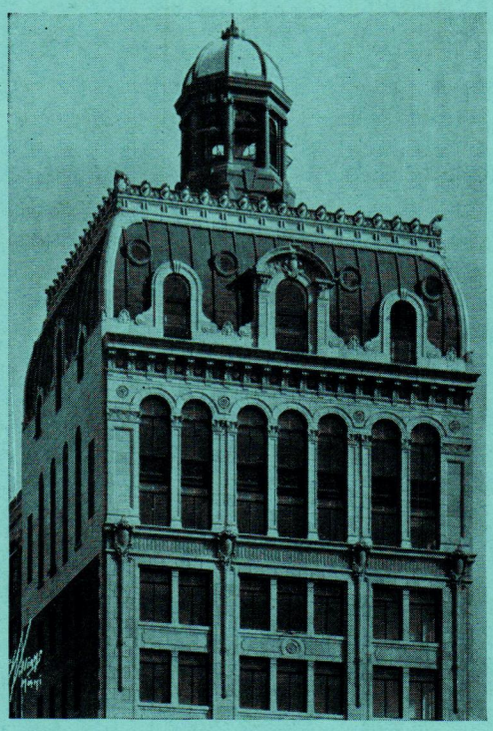
123 W. Eighth Street **K-M SUPPLY CO.** **Kansas City Missouri**

BUILD WITH ARCHITECTURAL TERRA COTTA.



Illustrating 12th to 17th stories, incl., of the Security Building, showing the Terra Cotta trim

THE SECURITY CO'S. OFFICE BLDG.
MIAMI, FLA.

Robert Greenfield, Architect
New York and Miami

This building is faced and trimmed with ARCHITECTURAL TERRA COTTA from our kilns.

The delightful combination of colors, the out-of-the ordinary surface treatment and body color of the TERRA COTTA was brought about largely by the good judgment and artistic ability of the architect and his co-operation with our technical departments, which we aim to keep at the peak of technical skill.

Our maintained standard of QUALITY, SERVICE and CO-OPERATION during more than forty years' manufacturing experience have been elements that have entered into the successful completion of this important architectural addition to the City of Miami.

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TERRA COTTA COMPANY
PHILADELPHIA, PA.

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1600 ARCH STREET

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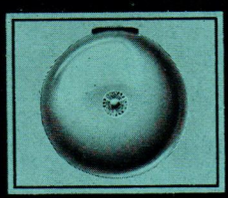
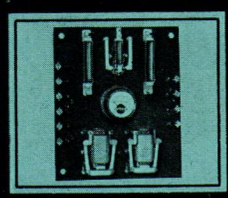
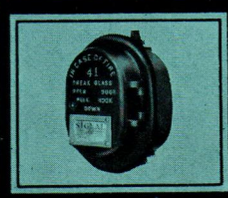
WISSAHICKON AVE. AND JUANITA ST.

Fire Protection for Your Clients







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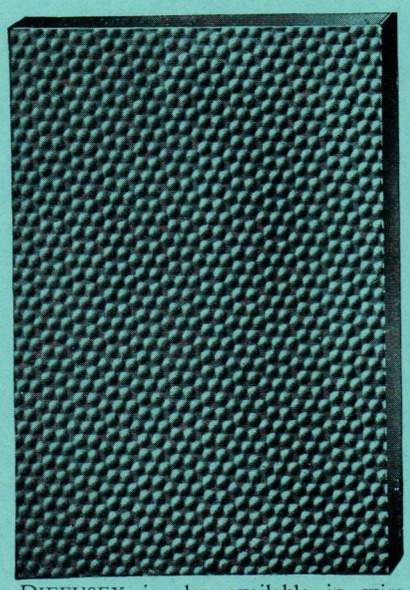

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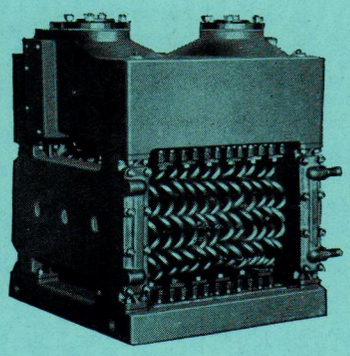

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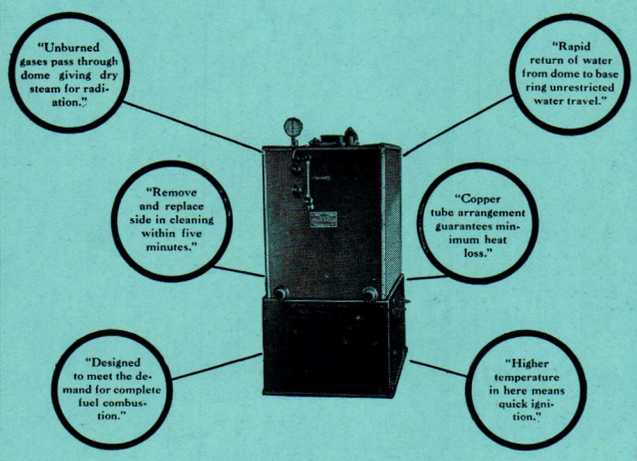

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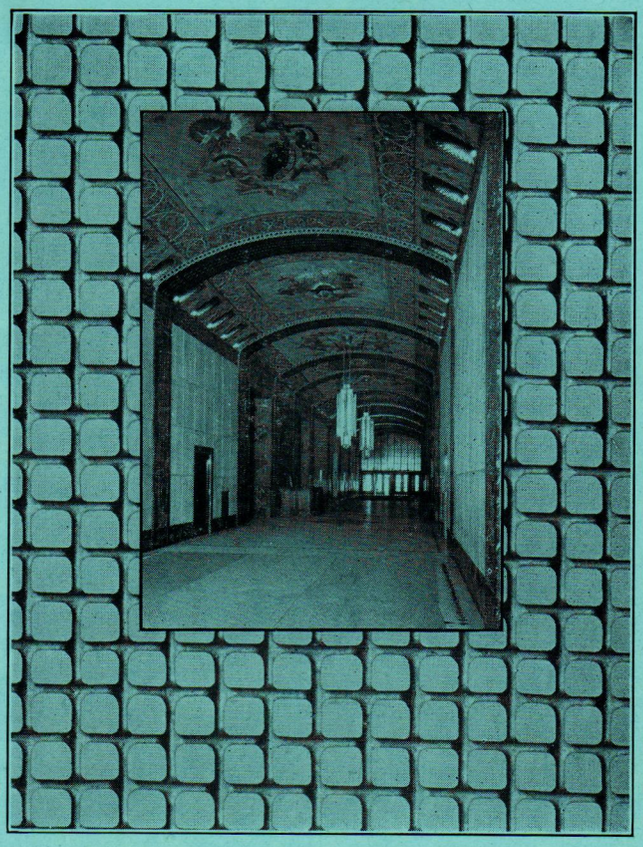

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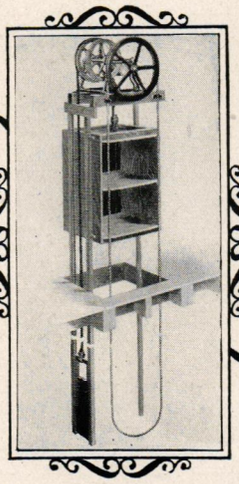

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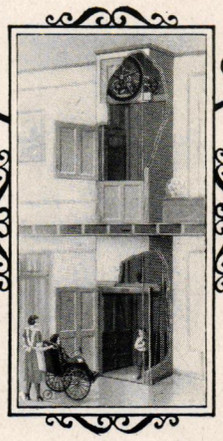

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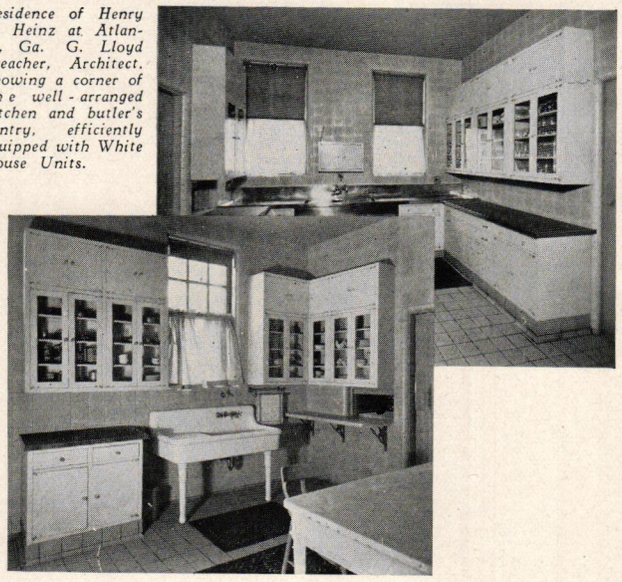

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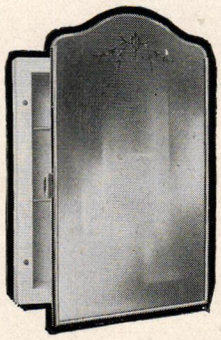

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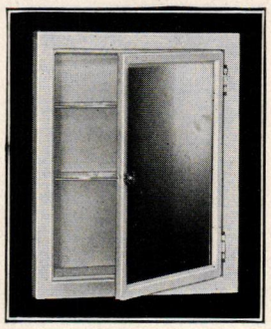

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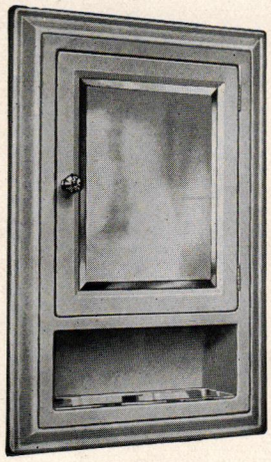

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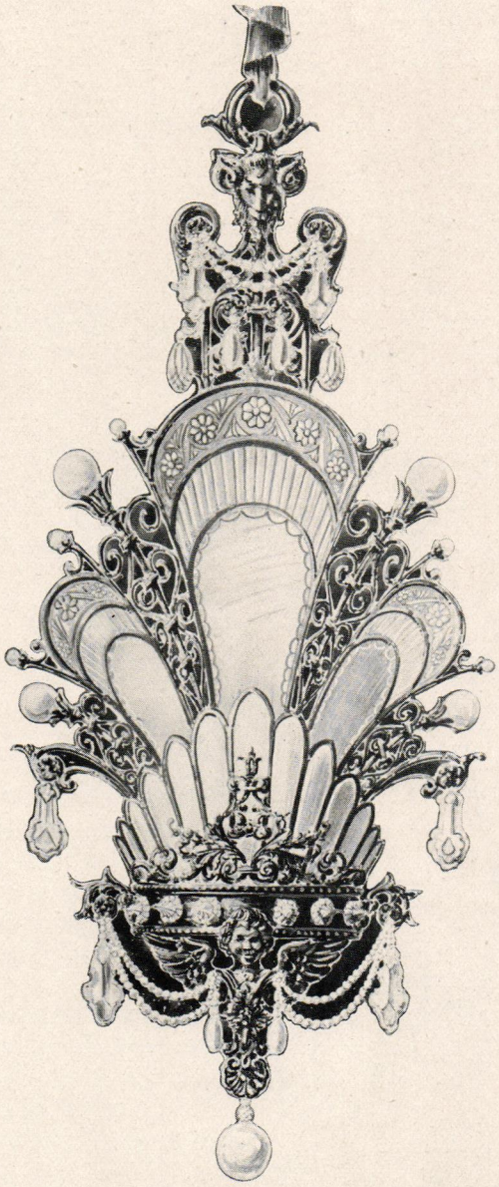

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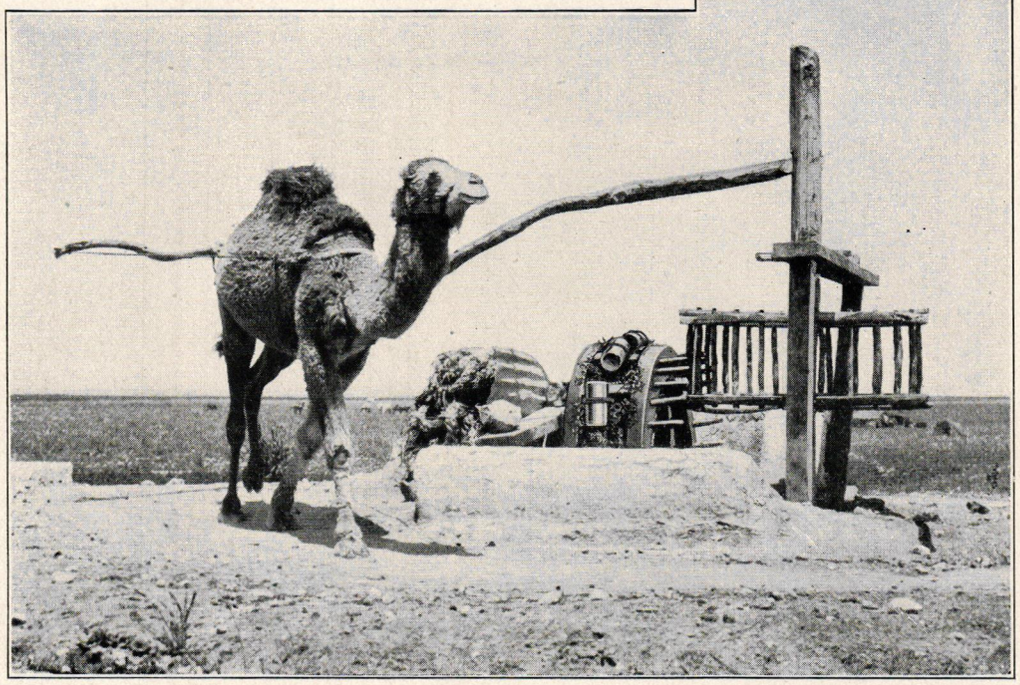

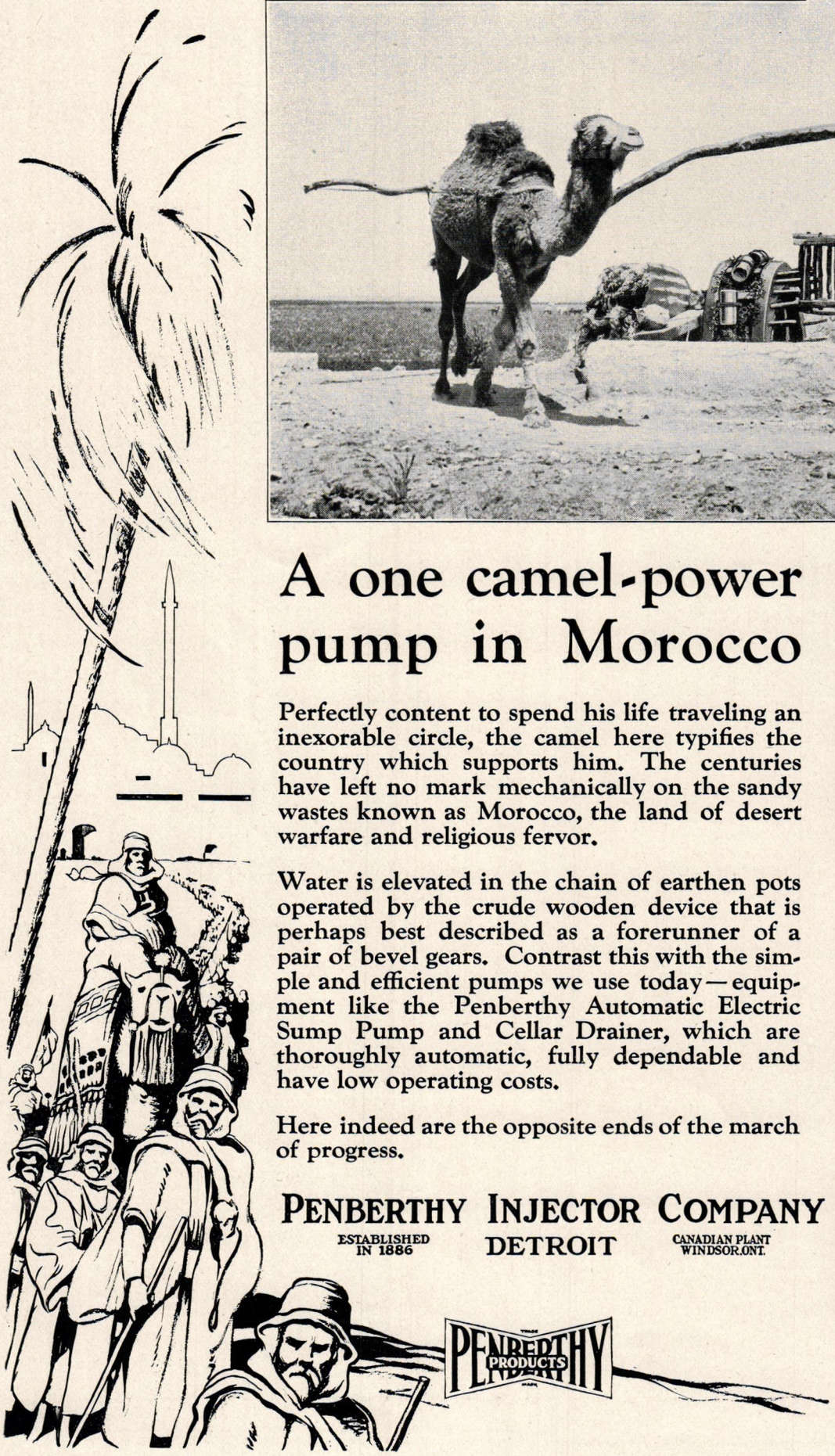

A one camel-power pump in Morocco

Perfectly content to spend his life traveling an inexorable circle, the camel here typifies the country which supports him. The centuries have left no mark mechanically on the sandy wastes known as Morocco, the land of desert warfare and religious fervor.

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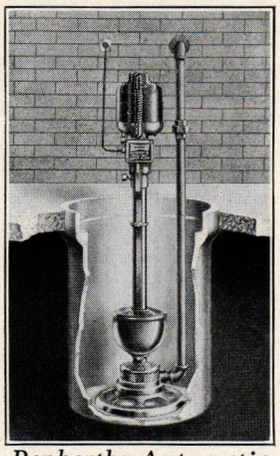
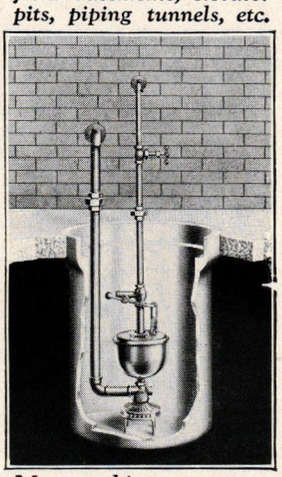


Penberthy Automatic Electric Sump Pumps and Hydraulic Cellar Drainers for draining seepage water from basements, elevator pits, piping tunnels, etc.



Many architects are specifying these pumps to the complete satisfaction of their clients. Penberthy Pumps are quickly obtainable from practically all leading jobbers.

SOUTHERN ARCHITECT *and* BUILDING NEWS

VOLUME 55 | APRIL, 1929 | NUMBER 4

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The Dunham Differential Vacuum Heating System

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Consulting Architects:
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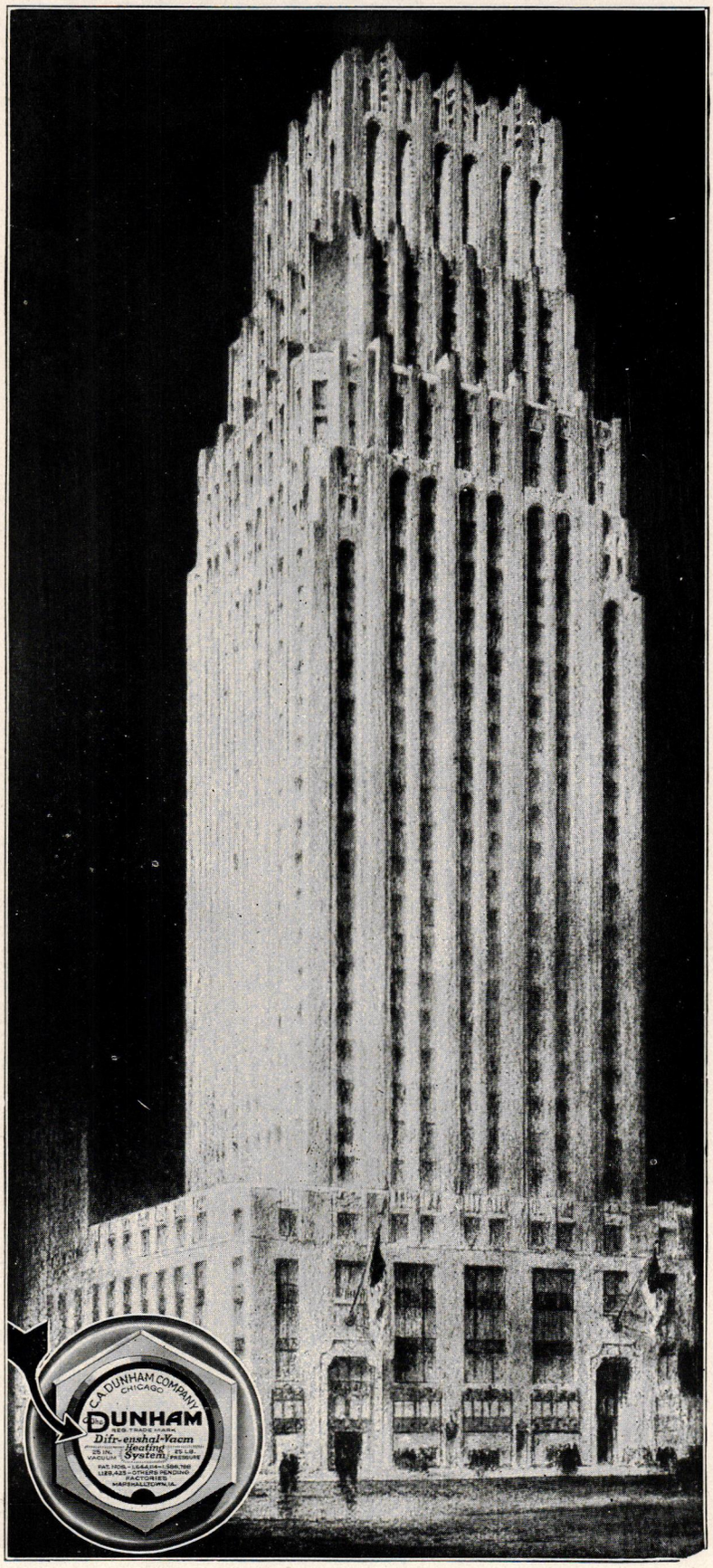


The Editor's Annotations

A Challenge to Southern Architects

IN this issue of the *Southern Architect and Building News,* we carry an announcement which to our way of thinking is by far the most important piece of text matter ever to appear in this magazine during its forty-seven years of publication. We make this statement with no reservations as we are sure the subject of this announcement is going to mean more to the architectural profession in particular and the building industry in general in the South than anything yet undertaken. This is an announcement of the *First Southern Architectural and Industrial Arts Exposition* to be held in Memphis, Tennessee, from November 9th to 16th under the auspices of the Southern Chapters of the American Institute of Architects.

In the August, 1928, number of this magazine there appeared under this department, "The Editor's Annotations," a brief outline or suggestion for such an exhibition of architectural photographs and drawings and a display of industrial art within the building field. And now, within seven months time an idea has culminated into an actual living thing. We are most naturally deeply interested in this exposition just as we are in everything that goes towards the advancement of architecture, the architectural profession and the allied arts in the South. If we can bring to you a full appreciation of the opportunity this exposition offers the profession of architecture and the benefits to be derived therefrom, to all branches of the Allied Arts we would feel that the *Southern Architect and Building News* had fully justified its existence.

This exposition means the birth of a new day for architecture and the allied arts in the South. It means recognition in a national way. It means better architecture and better construction and more than all, it is going to mean a better appreciation of architecture by the public which will rebound to the good of our cities, our countryside, and eventually to the happiness of our citizenship.

This *First Southern Architectural and Industrial Arts Exposition* offers an opportunity for a broader outlook on the part of the profession towards the future. A precedent will be established that the architects of the South cannot in the years to come fail to follow with increasing interest. The value of this undertaking cannot be measured or even approximated at this time. And certainly we of this generation have enough interest and pride in the profession we follow to let no stone go unturned to make this precedent what it should be for those to follow who are yet to come.

There is not a man in the architectural profession or a member of the Allied Arts that cannot, if he but stops and thinks, visualize the stimulating influence such an exposition will have on the part of the public, especially when we remind you that the exhibition of photographs and drawings shown at Memphis will be exhibited in practically every leading city in the South where thousands of people will view the work of our outstanding designers. Such a traveling exhibition will undoubtedly be far-reaching in view of the fact that it will bring to the public a composite picture of that which is best in architecture from the four corners of the South.

If the architects of the South are to ever take their rightful place alongside the men from other sections of the country it is imperative that they rally around the sponsors of this exposition for therein lies the only immediate means of gaining for themselves and the architecture of the South national recognition. We feel that through the *Southern Architect and Building News* we are doing our part towards establishing in the minds of the public as well as the profession throughout the country the value of the work being done in the South, which after all is a very important part of our national architectural scheme. The whole country is looking towards the South, there is no doubt about this, and the time has come when we should exert ourselves in a constructive effort to more forcefully bring the architecture and allied arts of this section before the public, the leaders in the profession and the heads of our industrial enterprises, who are helping us in a vital way to produce buildings that are on a par with anything being done in every other section of the country.

The magnitude of this exposition and its success calls for the full co-operation of every member of the architectural profession and the allied building arts. Unless we enter into this matter with serious forethought, giving our best to the end that this first Southern Architectural and Industrial Arts Exposition shall become the basis for still greater exhibitions in the future, then we shall have missed the greatest opportunity southern architecture ever had to make itself known throughout the nation.

RESIDENCE OF L. W. DRISCOLL, ESQ., ATLANTA, GA.
EDOUARD CLERK, ARCHITECT
FROM A PENCIL RENDERING BY MR. CLERK

Southern Architect
and Building News
April, 1929

SOUTHERN
ARCHITECT
and BUILDING NEWS

VOLUME 55 APRIL, 1929 NUMBER 4

Knoxville's School-Building Program

WILLIAM B. ITTNER, *F. A. I. A.,* Consulting Architect*

IN 1924 the board of education of Knoxville, Tenn., initiated a school-building survey. After a comprehensive and thorough study of this survey it found itself face to face with the following school-building problems:

1. A housing shortage of more than three thousand children—over seven thousand elementary-school children on half-day sessions, due to rapid increase in population, expansion of city limits and a long period of building inactivity.

2. Many old school buildings not providing adequate facilities for the development of a forward-looking educational program.

3. An administrative department housed in three rooms of the senior high school, which were wholly inadequate.

The board of education voted unanimously to adopt the following policies in evolving a solution to their many-sided school-building problem:

1. To develop a comprehensive school-building plan with consideration of estimated future growth and expansion.

2. To plan an immediate building program, in tune with this larger perspective, to be executed in the order of greatest needs.

3. To reorganize the schools from the 7-4 plan to 6-3-3 plan of organization.

4. To build larger and therefore fewer schools.

5. To rezone for a more efficient distribution of school centers.

6. To enlarge present sites where possible and to acquire others as far in advance as practical.

7. To provide kindergartens in all the elementary schools.

8. To include in each school center as far as possible adequate provisions for health and physical education, a library, and a cafeteria in addition to the required number of classrooms.

9. To demand the highest standards in safety, sanitation, heating, and lighting—briefly, fire-resistive construction and the "open plan."

10. To encourage the type of architecture that fits in best with the history and traditions of a southern city like Knoxville.

The initial step in the building plan was made possible by the $2,250,000 bond issue. The immediate program was divided into elementary schools (first six grades and kindergarten), junior high schools (grades seven, eight and nine) and senior high schools (grades ten, eleven and twelve), and provision for the housing of the administrative department.

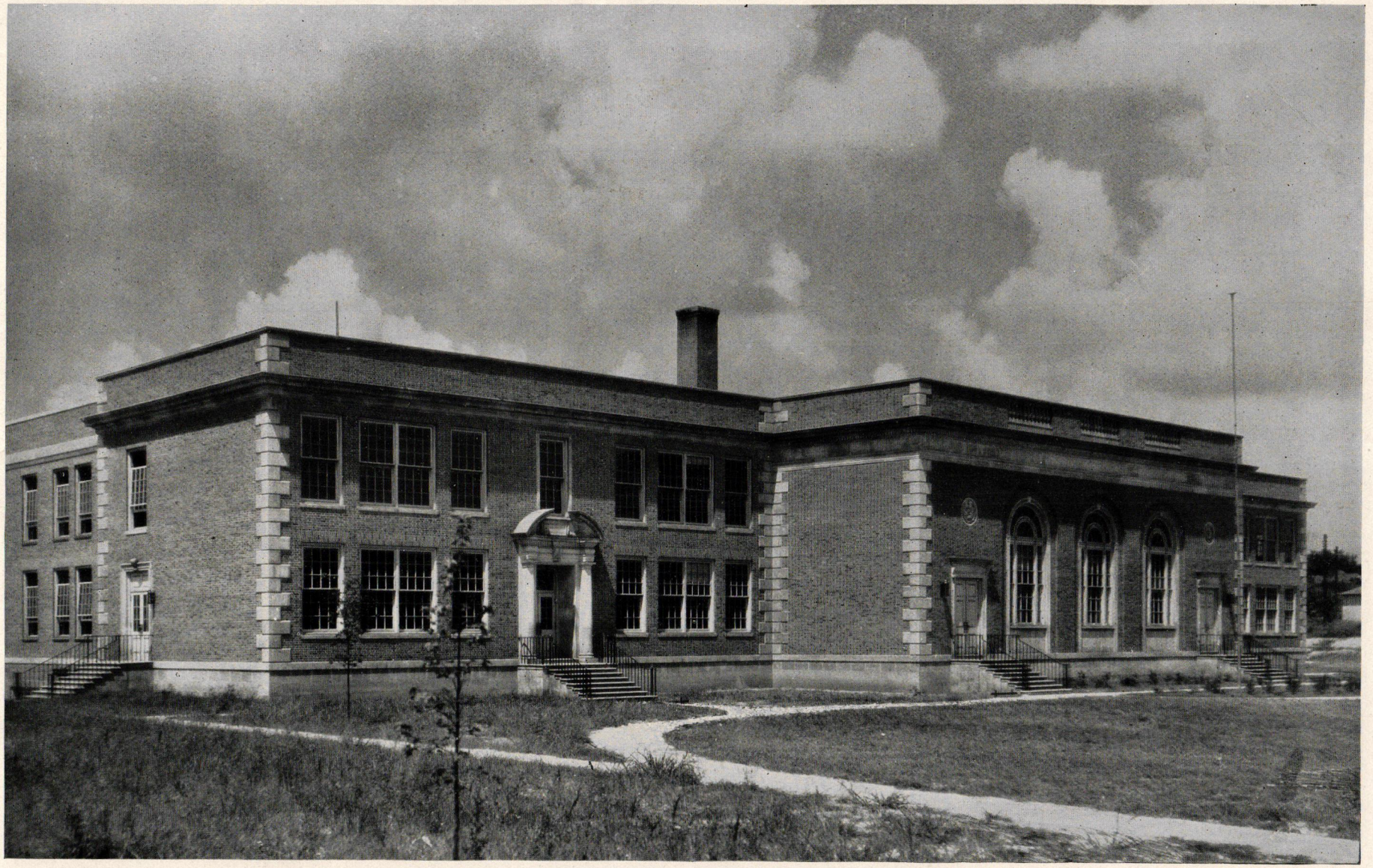
The elementary-school program consisted of seven new schools, and the rehabilitation and expansion of eight old schools. The secondary-school program included two new one-thousand-pupil junior high schools, a detached gymnasium building for the senior high school, and a new Negro senior high school.

Knoxville's model elementary-school building is represented by the typical plan developed for the new Perkins school, one of the first projects of the immediate building program. It was planned as a 1,000-pupil school and will be executed in two installments. The plan may be expanded to a 1,500-pupil capacity.

The initial unit for the Perkins school accommodated 640 pupils. The plan shows a combination auditorium-playroom (40 by 80 ft.) with stage, cafeteria, and kitchen grouped on the first floor. Although 18 classrooms are required for the 1,000-pupil capacity, only 9 were necessary for the first unit, with a kindergarten, a music room, a library, and a classroom-auditorium making up the additional units. The classroom-auditorium, which measures 22 by 33 ft., is provided with a small stage. It will serve as a classroom, a room for literature and dramatics, as well as for auditorium work for small groups.

The typical elementary-school plan executed for the Perkins school became the guide to all the new elementary schools, as well as additions to old build-

*Courtesy Amer. School Board Journal.

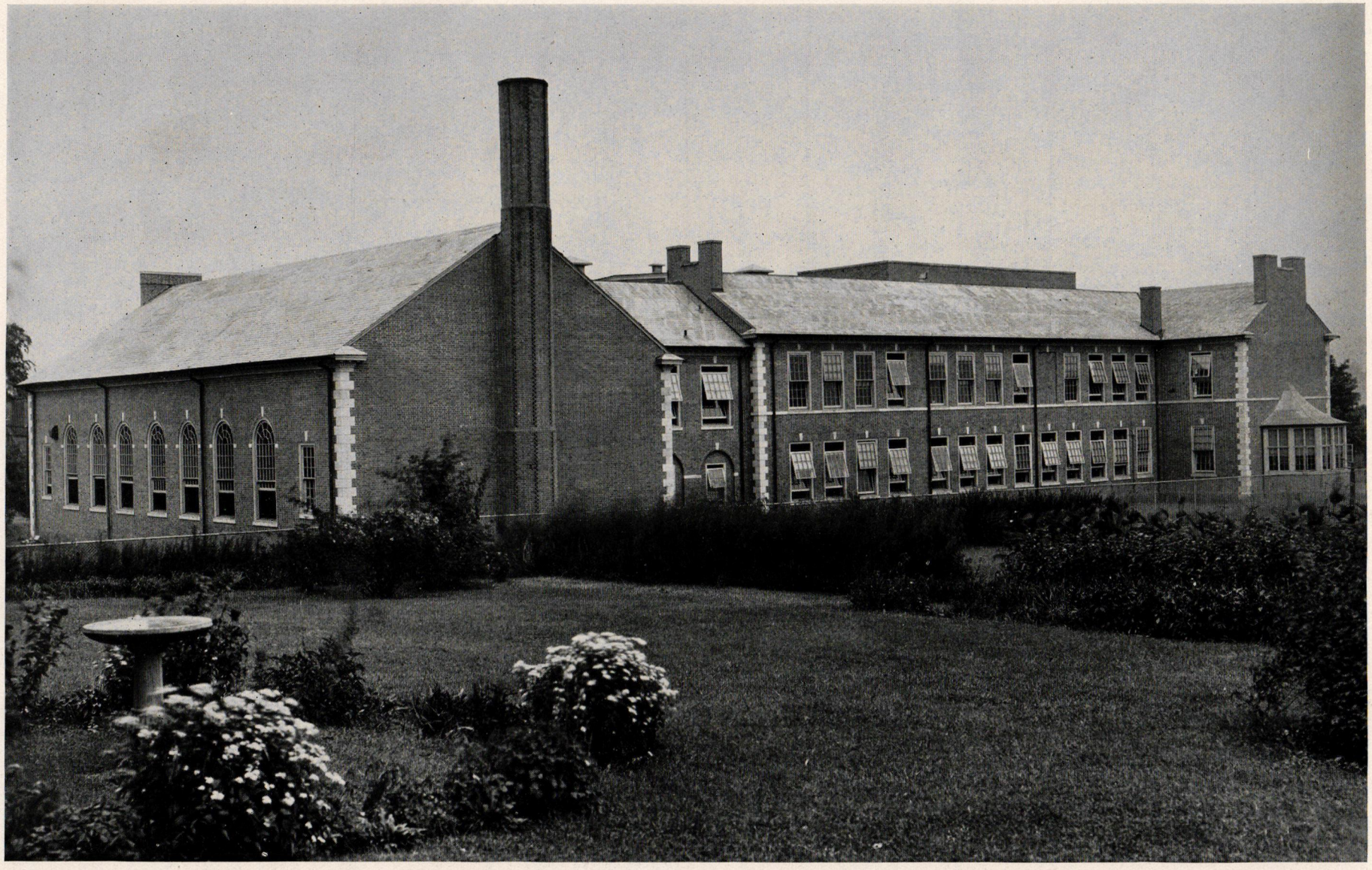


PARK CITY JUNIOR HIGH SCHOOL, KNOXVILLE, TENN.

WILLIAM B. ITTNER, CONSULTING ARCHITECT, ST. LOUIS, MO.

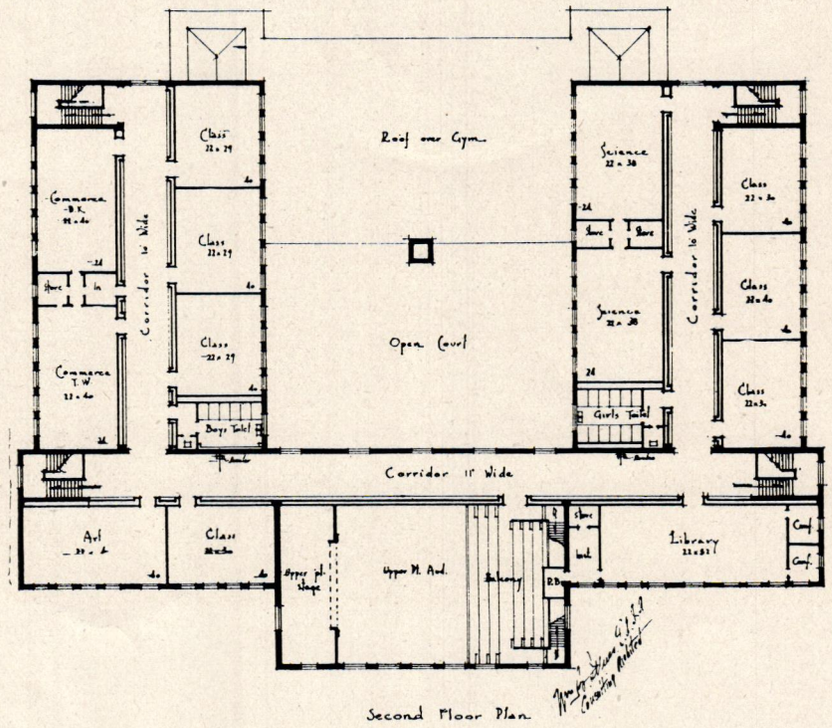
BAUMANN AND BAUMANN, LOCAL ARCHITECTS, KNOXVILLE, TENN.

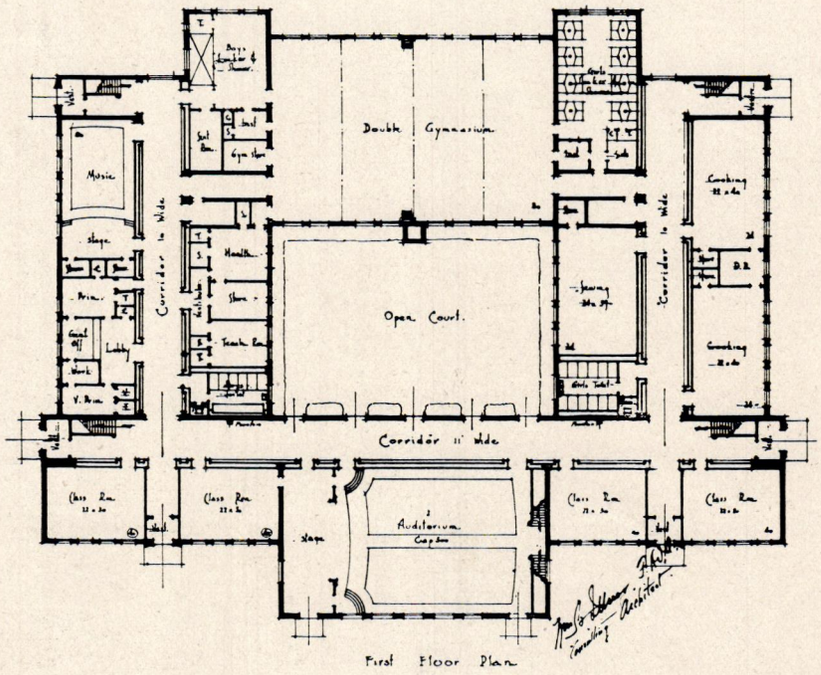
The Park City represents the typical junior high school for Knoxville. It is planned for 1,000 pupils and is located on an 18-acre site. The plan shows two stories and an arrangement around a central court. The auditorium forms the central feature of the main facade and has two direct outside entrances. Cost—$307,520, yielding a per capita cost of $307.52.



BROWNLOW ELEMENTARY SCHOOL, KNOXVILLE, TENN.
WILLIAM B. ITTNER, CONSULTING ARCHITECT, ST. LOUIS, MO.
BAUMANN AND BAUMANN, LOCAL ARCHITECTS, KNOXVILLE, TENN.

This attached addition represents two-thirds of the new typical elementary school. Only a part of the roof of the old building can be seen in the picture. Eventually the remaining one-third of the new typical school will replace the old building.

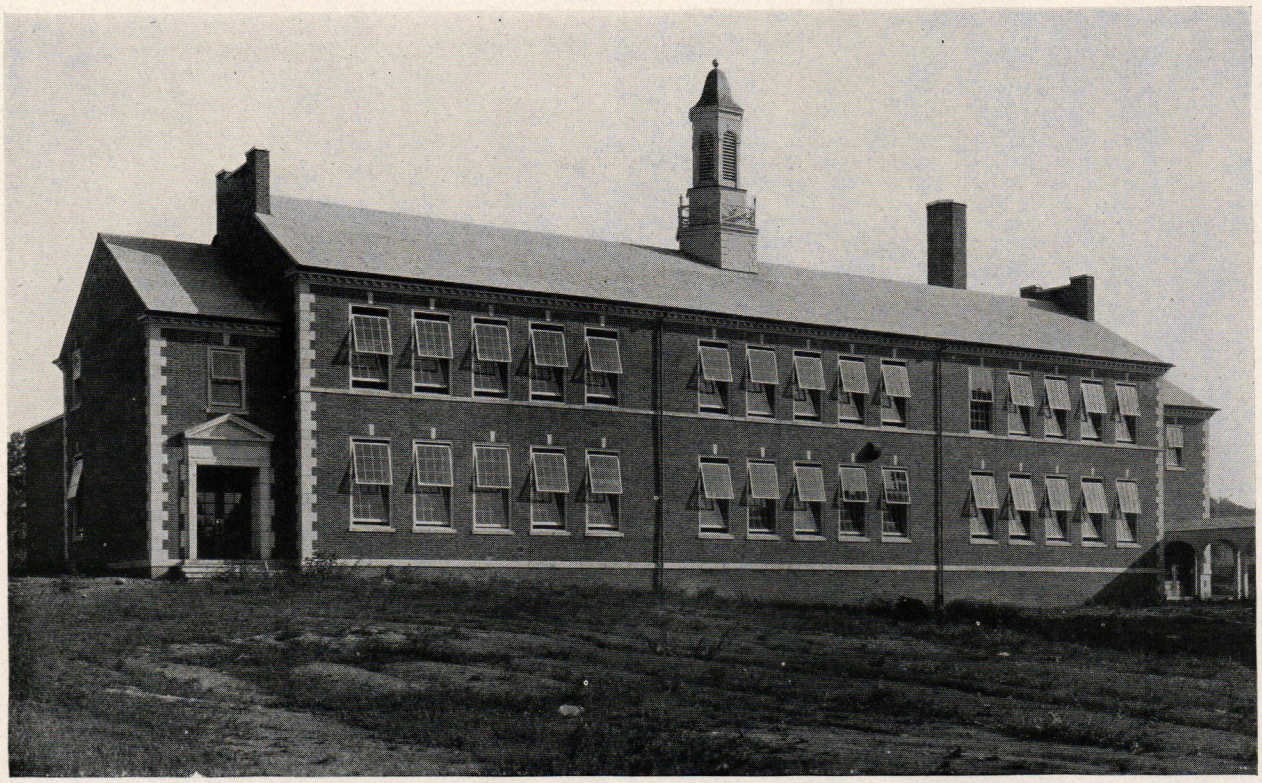




FLOOR PLANS

BROWNLOW ELEMENTARY SCHOOL, KNOXVILLE, TENN.

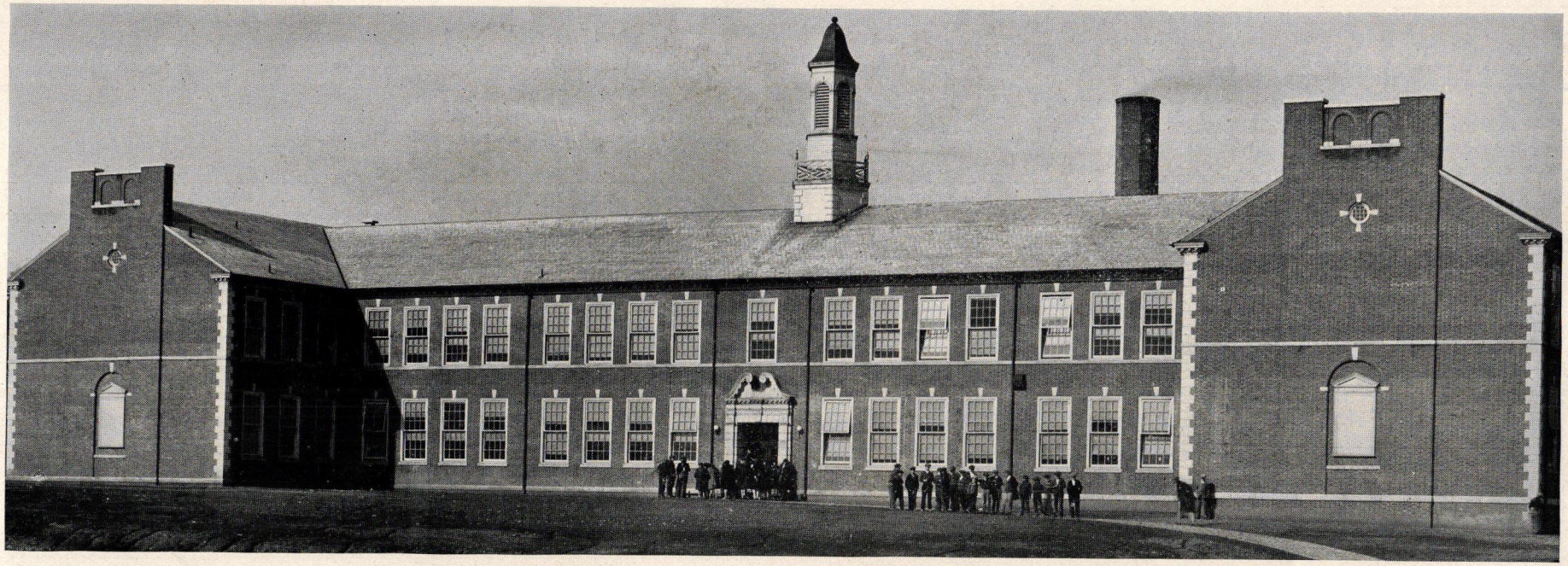
WM. B. ITTNER, CONSULTING ARCHITECT
BAUMANN & BAUMANN, ARCHITECTS

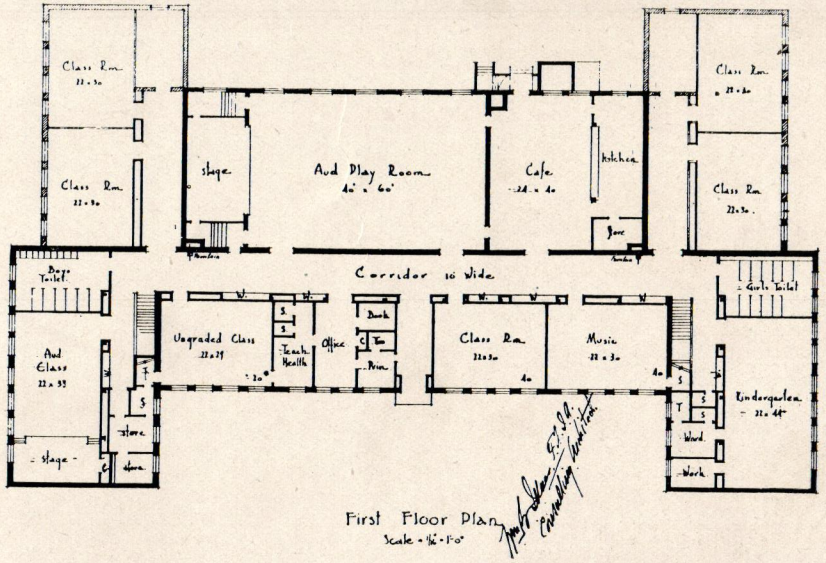


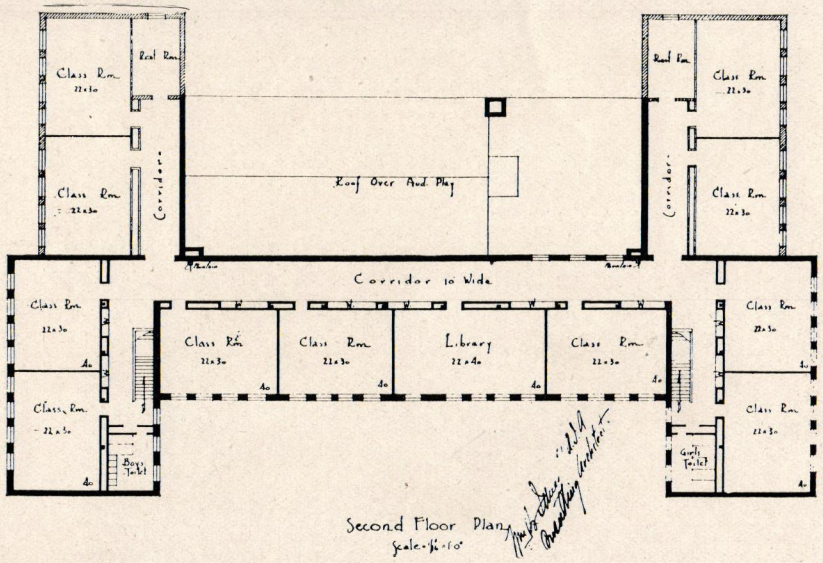
Another view of the detached annex which is in reality the central main unit of a new school like the Perkins

FAIR GARDEN ELEMENTARY SCHOOL, KNOXVILLE, TENN.
WILLIAM B. ITTNER, CONSULTING ARCHITECT, ST. LOUIS, MO.
BARBER AND McMURRAY, LOCAL ARCHITECTS, KNOXVILLE, TENN.

Illustration shows a detached addition to an old building and the arcade connecting the new part with the old. In addition to its role as a detached annex, the new part becomes the first unit of a new school which will gradually replace the old building. All additions to the Knoxville elementary schools were planned for expansion.







EXTERIOR VIEW, PERKINS ELEMENTARY SCHOOL, KNOXVILLE, TENN.

WILLIAM B. ITTNER, CONSULTING ARCHITECT, ST. LOUIS, MO.

BARBER AND McMURRAY, LOCAL ARCHITECTS, KNOXVILLE, TENN.

Located on a four-acre site, this school was *first* to be executed from the *typical elementary-school plan* developed for Knoxville. The school represents Knoxville's idea of an elementary school that will best serve the elementary-school needs of the city. Illustration shows the initial unit for 620 pupils. Eight additional classrooms will be added when needed, by extension of the wings. Cost of present unit, $115,713.80. Per pupil cost, $186.63.

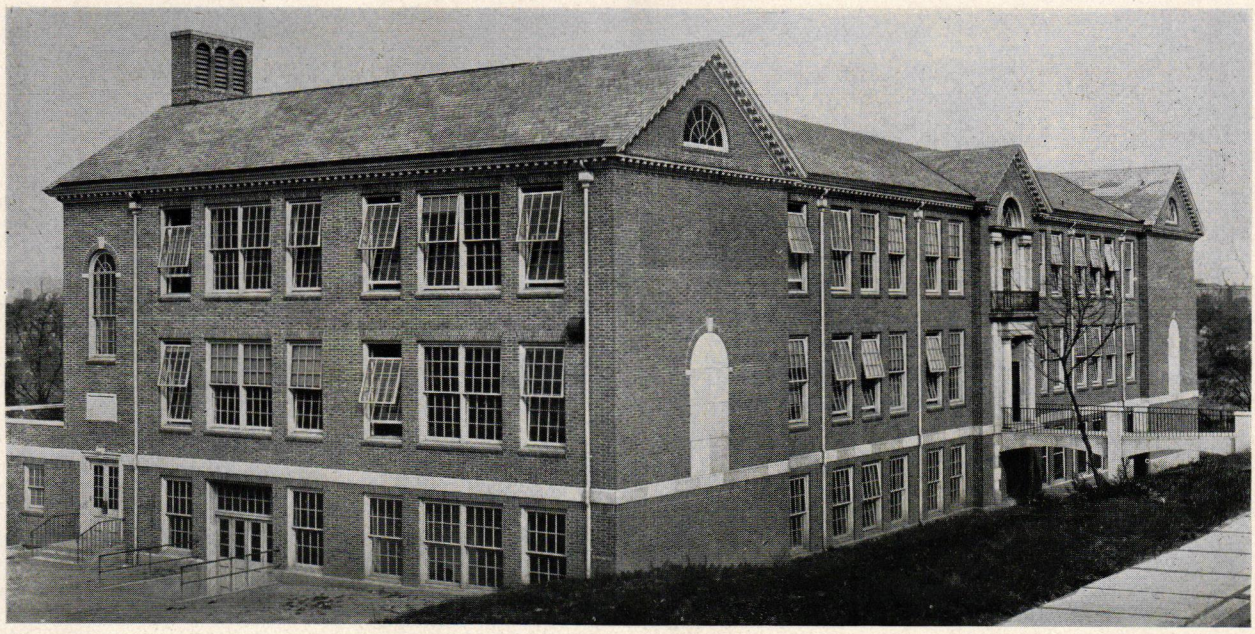
WILLIAM B. ITTNER, CONSULTING ARCHITECT BARBER AND McMURRAY, ARCHITECTS

DETAIL, DETACHED GYMNASIUM ANNEX TO THE SENIOR HIGH SCHOOL, KNOXVILLE

ings. All additions, as well as new buildings were planned to allow for expansion.

The cost of the first installment of the Perkins school was $115,713.80. As its working capacity is 640, the per-capita cost approximated $180.80. The low cost is due to several causes: First, cubic-foot building costs are comparatively low in Knoxville and vicinity, ranging from 24 cents to 28 cents; second, since Knoxville is a southern city, the cost of heating and ventilating apparatus is materially reduced.

By far the most difficult part of the elementary-school program was that of dealing with the modernization and expansion of the existing buildings. Seven white schools and one Negro building were included in this program and each case presented all sorts of engineering and architectural problems. Six of the expansions took the form of additions attached to old buildings. The remaining two were detached annexes forming the nuclei of new buildings. The typical elementary-school plan for the new Perkins school served as the guide to the educational requirements of the annexes. In all cases the old buildings were put in shape for classroom work



WM. B. ITTNER, CONSULTING ARCHITECT BAUMANN & BAUMANN, ARCHITECTS

AUSTIN (COLORED) HIGH SCHOOL, KNOXVILLE, TENN.

while the additions supplied the special units required for the special studies with as many more classrooms as were needed for the educational program. In all cases also, new and larger heating plants in new quarters replaced the old ones. Basement space, thus vacated, was fitted up as cafeterias or workshops. A future building program will enlarge the additions into complete new buildings.

The immediate Knoxville program called for two new junior high schools. The new Park junior-high-school plan represents the typical junior high school for Knoxville. It is planned for one thousand pupils and is located on an 18-acre tract. The plan shows two stories and is arranged around a central open court. A double gymnasium measuring 60 by 80 ft., with full shower and locker accessories closes in the court at the rear.

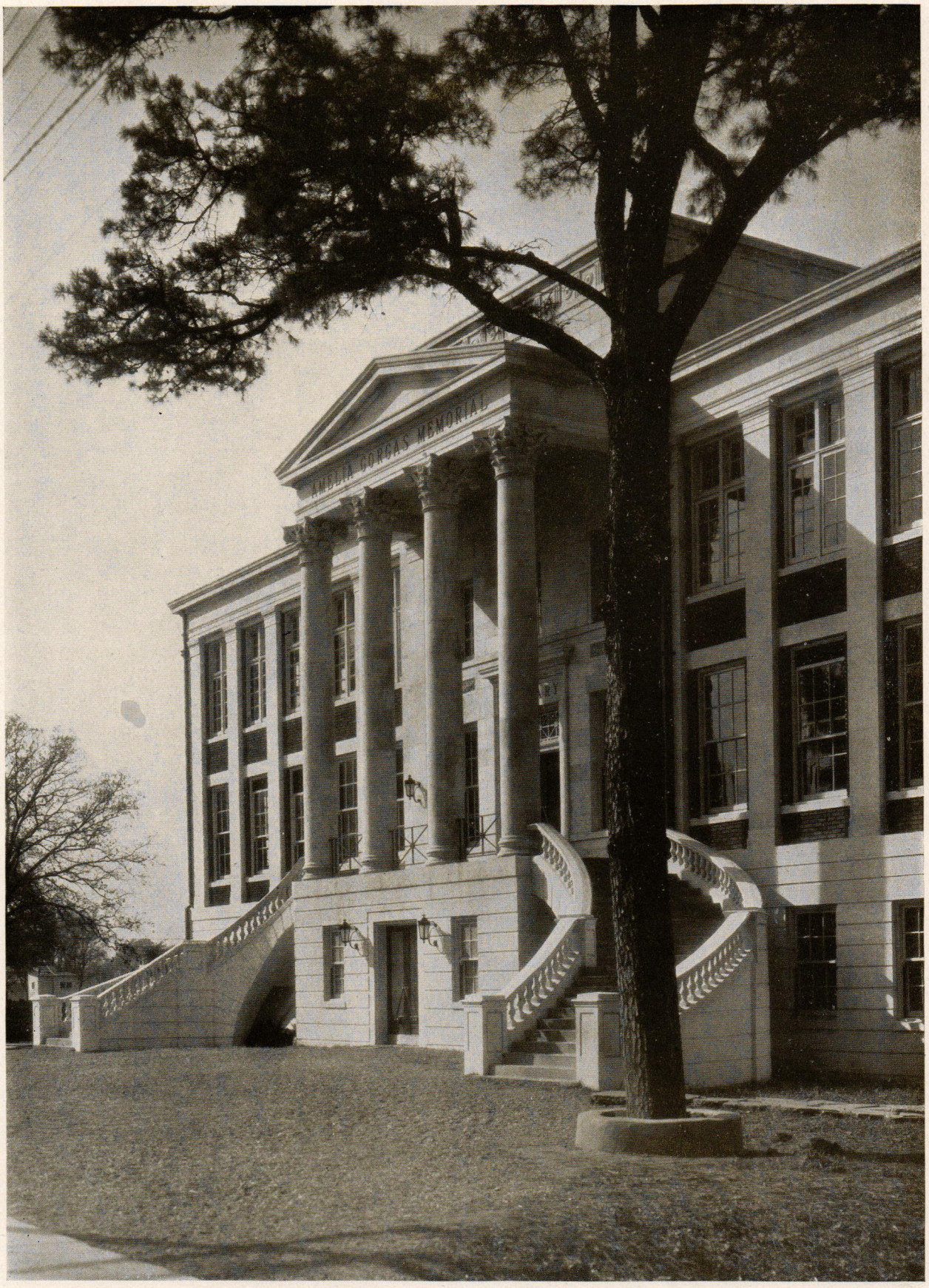
The auditorium, seating 500, equipped with stage, forms the central feature of the main front facade of the building. It has two outside entrances. Aside from the eleven classrooms, each 22 by 30 ft., the plan shows a music room with a capacity for 80, planned as a small auditorium, three home-economics units, two general-science laboratories, a commerce group of two rooms, an artroom, and a library sufficient for 70 pupils at a time. Six shop units, and a cafeteria (not indicated in the illustration) form the rear ends of the wings on the basement level. These were possible by taking advantage of the drop in grade. Recessed lockers are provided along the corridor walls.

The cost of the typical junior school as represented by the Park junior high school is $307,520, yielding a per pupil cost of $307.52.

The new Rule Junior High School although including practically the same educational content and mechanical features as the Park, departed in many respects from the typical plan owing to the topography of the grounds. The gymnasium, auditorium, and library units are located similar to the Park school. Most of the other units show variation in location and grouping.

As the senior-high-school situation presented no problem of congestion and as the existing building was in a fair state of preservation and centrally located, consideration was restricted to the expansion of educational facilities, particularly physical education. As the existing building and the small site did not permit of a detached addition, nor even an annex in close proximity, ground was acquired across the street from the present building. On this site a gymnasium building was erected, which contains a double gymnasium 78 by 88 ft., capable of division, and planned to accommodate 800 spectators. It includes also two smaller corrective gymnasiums, four combination office and examination rooms, and the required number of physical education accessories. This gymnasium annex and an addition to the old heating plans solved the immediate problem of the senior high school.

While the Negro population in Knoxville is small compared with most southern cities, still the problem of congestion was proportionately greater. Aside from an attached addition to one of the elementary schools previously mentioned and three two-room buildings to accommodate isolated groups of colored children, a new senior high school was built. The plan for this building approximated closely the typical plan for the white junior high schools, including an auditorium-double gymnasium with stage, seating capacity 800, shops, homemaking suite, library, health rooms, and cafeteria. An auditorium apart from the gymnasium is planned for the next unit added.



ENTRANCE DETAIL

AMELIA GORGAS MEMORIAL LIBRARY, U. OF ALA., TUSCALOOSA, ALA.

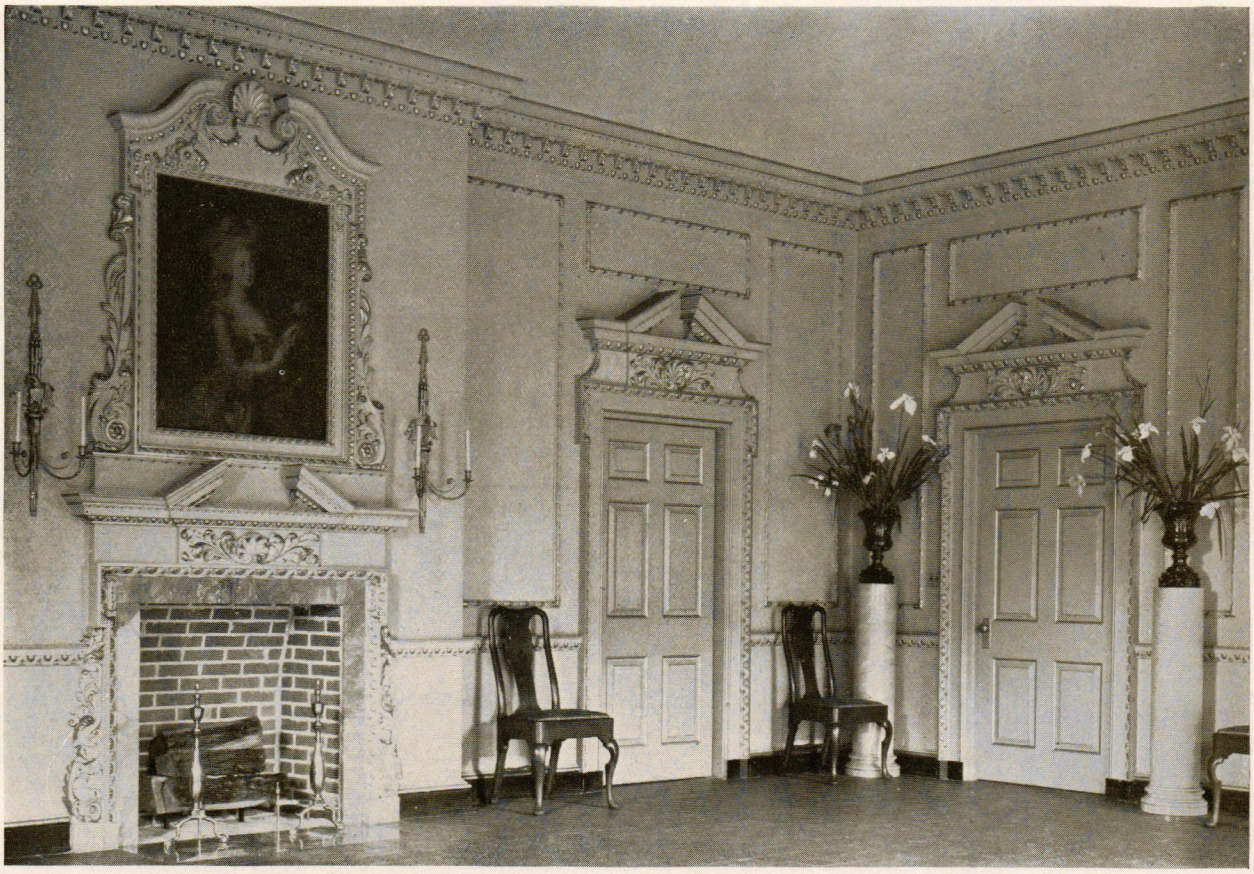
MILLER AND MARTIN, ARCHITECTS

INTERIOR OF PIEDMONT DRIVING CLUB, ATLANTA, GA.

HENTZ, ADLER & SHUTZE, ARCHITECTS

INTERIOR OF PIEDMONT DRIVING CLUB, ATLANTA, GA.

HENTZ, ADLER & SHUTZE, ARCHITECTS



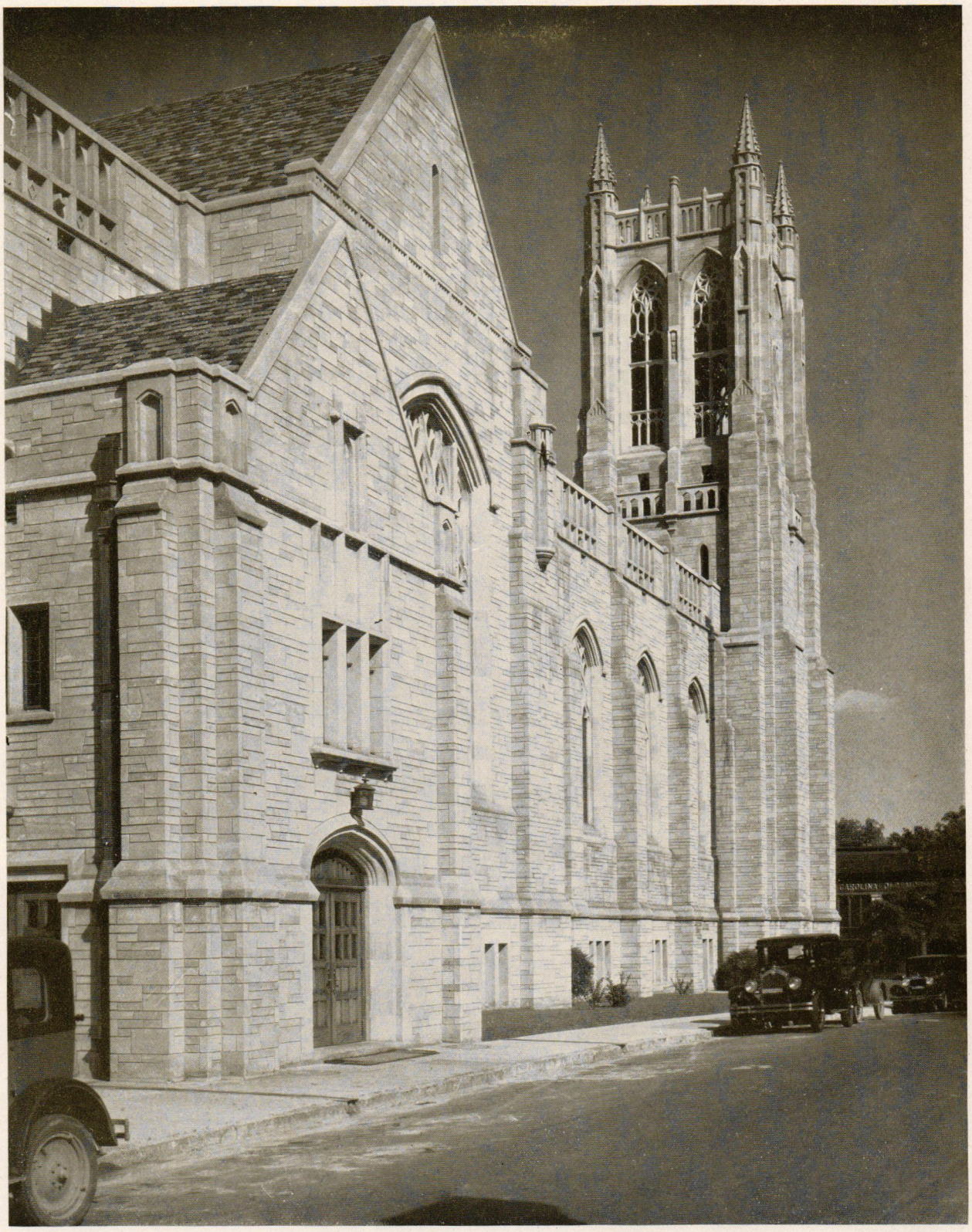
INTERIOR OF PIEDMONT DRIVING CLUB, ATLANTA, GA.

INTERIOR OF PIEDMONT DRIVING CLUB, ATLANTA, GA.
HENTZ, ADLER & SHUTZE, ARCHITECTS

DINING ROOM

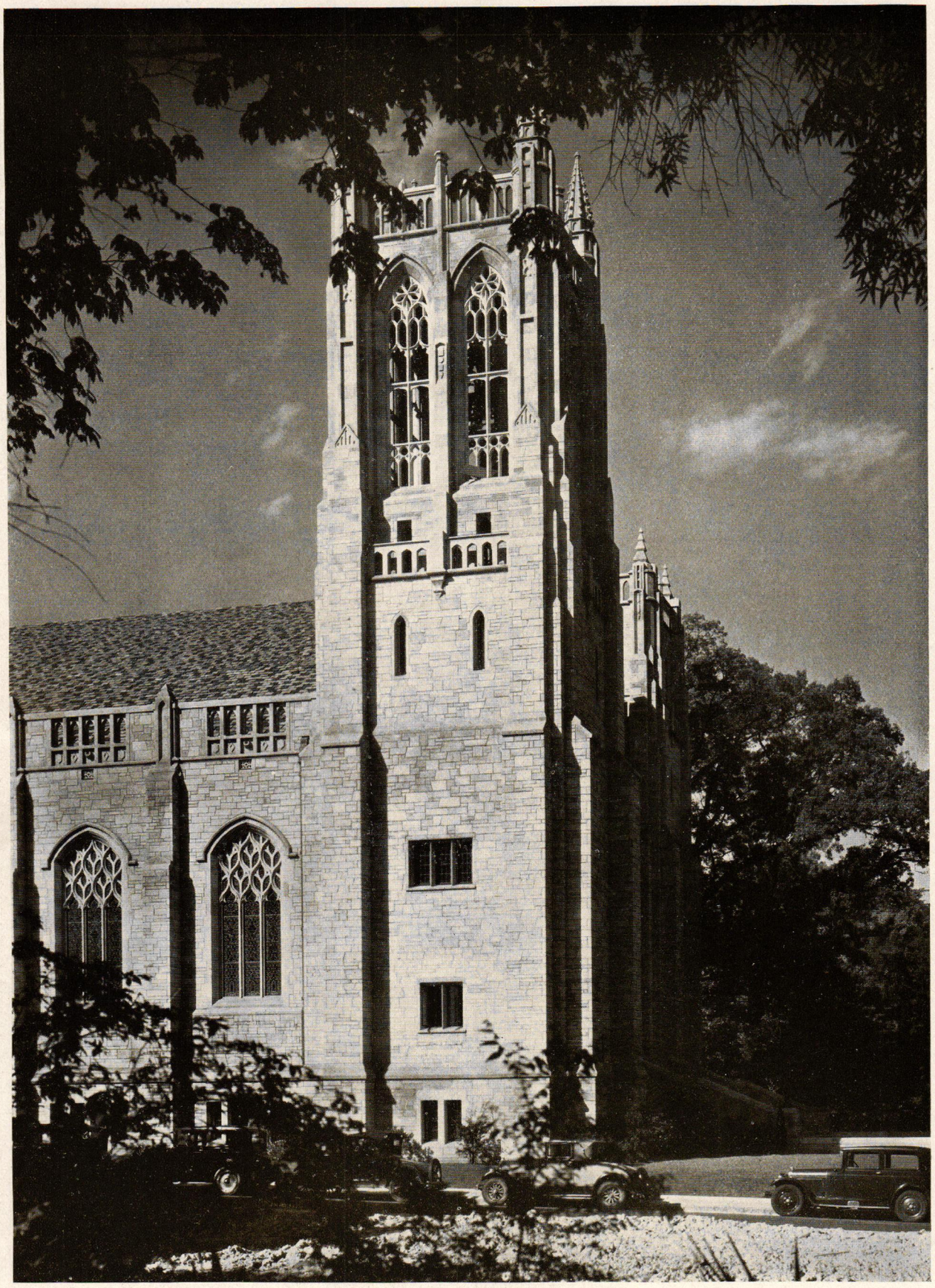
HOUSE OF E. C. GRIFFITH, ESQ., CHARLOTTE, N. C.

M. E. BOYER, JR., ARCHITECT



FIRST METHODIST CHURCH, CHARLOTTE, N. C

E. P. PHILLIPS, ARCHITECT



TOWER DETAIL

FIRST METHODIST CHURCH, CHARLOTTE, N. C.

E. P. PHILLIPS, ARCHITECT

Southern Architectural and Industrial Arts Exposition

To be held under the auspices of the Southern Chapters of the American Institute of Architects & Exposition Managers

November 9th-16th, 1929, Municipal Auditorium, Memphis, Tenn.

By M. H. Furbringer, *Chairman*

THE raison d'etre of an Architectural and Industrial Arts Exposition is three-fold, and the value to each group is in direct proportion to the interest which is manifested in such an undertaking.

The architect is enabled through the medium of an exhibition to show the results of his labors by pictures of buildings still in an embryonic stage and through the full gauntlet of the process by which a problem is solved; while the finished product which his loving care has guided through the labyrinth of necessary routine, can be so interestingly displayed that the casual visitor will pause to admire the examples of the architect's handiwork and untrained to observe for himself, will ponder over the fact that so much of merit and beauty had failed to command his attention in his daily walks along the highways and byways of life.

The spirit of friendly competition which an architectural exposition should arouse among architects, will serve as an urge to greater effort and the presentation of drawings prepared by those who are confronted with the same or similar problems that we struggle with from day to day, will tend, if the spirit of fair play guides our better selves, to instill a desire to expend more effort on the next task we undertake.

Handicapped on the one hand through a reticence, which seems to decry self-laudation, and hedged in by professional ethics, the architect has at best but limited opportunities for presenting to the public the character of service he performs, his ability to execute the work intrusted to him and for which he is trained, and the accomplishments which a life of devoted sacrifice has qualified him for. The wisdom of trying to catch and hold the attention of the public through the publication of articles in magazines or the daily newspapers with the responsibilities of the architect, the nature of his calling, and his qualifications and fitness to properly perform the duties intrusted to him, is open to question, but to attempt to accomplish these results through the medium of an architectural exhibition cannot be disputed, for the popular interest which exhibitions of this kind always command proves this beyond doubt. It should seem unnecessary to indulge in any lengthy argument on a matter so well known to us all, were it not for the fact that the opportunity afforded seemed, until recently to have aroused so little interest among the architects that it would be amusing were it not so serious.

However, as the full extent of this undertaking is being unfolded and the architects of the South are beginning to realize the scope and magnitude upon which this venture was conceived and the plans for the Exposition begin to assume more definite shape, the responses are more encouraging, and those who have sponsored this Exposition seem in a fair way to have their greatest expectations realized.

The Allied or Industrial Arts will be enabled through the opportunity afforded them by an exposition, to place before the public materials which enter into the construction and decoration of buildings, and the architect will be able to judge the effect of the finished products, on a more or less comparative basis, of those elements which constitute his palette and with which he builds into permanent and enduring form, the structure of his dreams. By close juxtaposition of the many exhibits which will be on display, an architect, as well as his clients, can conceive with a fair degree of certainty the effect which different materials will produce and that manufacturers and artisans realize the value of having their products so displayed, is evidenced by the fact that a keen interest in this exposition is being shown by those who have been made acquainted with the plans of the exposition managers and sponsors.

Because the writer has arbitrarily placed the public as the last on the list, is not to be taken as an indication that their interests in an exposition are in any way subordinate to those of the architects or of the Allied Arts, for it is both unwise to presume, and untrue to say, that the public is not concerned with an undertaking which can, and does, reflect so largely the accomplishments of our age. An architectural exhibition such as this will be, affords a place where the laymen can amidst pleasant surroundings, and in a leisurely manner, survey the developments which are taking place in the very midst in which he moves, where he earns his livelihood, and in the environment where he rears his family. Surrounded on every side with pictures which illustrate the latest creations of the leading designers of the South and decoration of homes and buildings, all of which will form an ensemble complete and interesting, it would be hard, indeed, to conceive of anyone who would not be pleasantly surprised at the opportunity of enjoying so wonderful a display of the handiwork of the mem-

bers of the Architectural profession and the Allied Arts.

An Architectural Exposition affords better than any other means to place before a public eager to learn, the changes which are taking place with such rapidity in our cities and rural communities, and which makes life both complex and interesting. A stroll through the architectural galleries, the walls of which will be covered with material forming a pleasing background, and on which the drawings will be displayed with a soft, diffusing light penetrating through the transparent material of the ceiling overhead, will present in a complete panorama the progress of the architecture of today. The "Old South" will be shown by a group of pictures illustrating the extent to which domestic architecture in this section of the country had developed before the decline set in. The advocates of "Modern" architecture which even its severest critics admit has possibilities, near or remote as the individual accepts or rejects its tenets, can, if intelligently seeking information, be enlightened to the beauties of Classic architecture while on the other hand, the laymen who, perhaps through study or travel abroad, is inclined to judge all art as dross which does not bear the imprint of Greece or Rome, can, through the work on display learn that there is merit in much of the work developed along modern lines.

The architects of the South are solicited for their wholehearted co-operation and the request is made that they remember that this exposition will be held in Memphis in November, this year, and that the success of this undertaking will in a large measure depend upon the spirit with which they, the architects, respond to the request to send samples of their best work, which may be either drawings or photographs. Models of homes and their surroundings or of any type of structure, can and will be prominently displayed and the committee expressly desires exhibits of this kind for the reason that the people who attend exhibitions are favorably impressed with such models. The attention of the Chapters of the A. I. A. of the South is likewise directed to the fact that the materials comprising the Architectural Exhibit will be sent on a circuit of those chapters who desire to have, and are willing to assume the financial responsibility, of a local Architectural Exhibition and that furthermore, it is the hope of the Committee representing the Southern Chapters that an Architectural and Industrial Arts Exposition be held in some Southern city once every two years, as only in this way can the attention of the country be directed to the wonderful artistic and industrial development which has, and is, taking place in the South.

Thus, indeed, is an opportunity presented to the architects of this part of our country to show that the South has the talent, the culture, and the desire to enjoy the finer things of life and unless all indications have been misread by those who have largely given of their time and efforts in directing this undertaking, a new era is at hand and to no one will the benefits be so large and the returns so immediate as to the architects themselves.

The Board of Directors of the American Institute of Architects has been invited to hold their meeting here during the week of the Exposition and it is the intention of the Committee to suggest that a regional conference of all Southern Chapters be called to meet here. An invitation will also be extended to the Producers Council to hold their convention here and coupled with these activities, there will be during the period of the Exposition, organ recitals by an organist of national renown; then, too, there will be interesting and inspiring talks and lectures on Architecture, Painting, Sculpture, and the Allied Arts, to which the public will be invited.

The Municipal Auditorium in this city is well arranged for the holding of an Exposition of this kind, for in addition to the large arena, which will contain the galleries and the Court of Honor in which the architectural exhibits will be placed; the adjoining hall which is of large dimensions will house the industrial exhibits and these vast spaces being on the ground floor contain ample area for this undertaking. The meetings and conferences will be held in the banquet room on the second floor and the concert hall will be used for the organ recitals and lectures. The galleries which will contain the architectural exhibits will be of ample width and height and artistically treated and the Court of Honor, which forms the focal point of this portion of the exhibition hall, will be decorated with mural paintings, and grouped in the open spaces contained in this area, will be placed statuary, palms, and potted plants, and those drawings which in the opinion of the judges are of such outstanding merit as to deserve the place of honor in the exhibition; incentive sufficient, it would seem to place every designer on his mettle.

The Tennessee Chapter appreciates the honor conferred upon it by the other chapters in having been selected as the first chapter to sponsor the holding of an exposition, national in scope, in the South, and the City of Memphis extends through its Chamber of Commerce, its various Civic Organizations, and the members of the Local Chapter A. I. A. an invitation to every architect to accept the hospitality of the city during the week of November 9th to the 16th.

In closing allow me to repeat the three-fold purpose of this exposition and to request that the architects do not fail to respond to the appeal to do their duty by preparing drawings and photographs of their work, resting assured that competent judges will select the material submitted to be hung and to be illustrated in the catalogue of the exhibition.

The Architecture of Small Shop Buildings

By Ray Holcombe

It has been said there are two principal methods of education: one where we learn by our own experience, and the other, from the example or experience of others. Perhaps one of the best ways, therefore, to be convinced of the value of any given plan is to observe the results for which the plan has been responsible elsewhere. This axiom might well be applied here in our consideration of the Architecture of Small Shop Buildings. Any one visiting the city of Birmingham, Alabama, will, if he qualifies in the least as a good observer, be impressed with the great number of attractively designed suburban shops. It seems to be a recognized principle of good business among the Real Estate Developers in that city to have their community shops designed by architects rather than the customary method of engaging the services of some contractor and erecting buildings from "service-for-all" stock plans. That this method has been consistently carried out within the newer developments proves that it is good business for the small shop owner to have his buildings designed by a capable architect.

The Five Points Shop group, here illustrated, is an unusually attractive plan for the development of a corner lot. The central tower motif accentuates the plan and forms the key around which the wings radiate in pleasing harmony. The stucco walls with variegated stone flaggings as trim, with the colorful frieze of glazed tile around the tower and the Spanish tile roof, all contribute to give life and color to a well balanced and nicely designed exterior.

There are today in cities, suburbs and rural districts far too many shops which have been designed by architects without sufficient study to lend the quality which in itself is an argument for securing architectural service. When the suburban shop keeper can look up Main Street and point to a durable, well constructed and not unsightly building designed by some local contractor, and contrast it with some of the ornate designs perpetrated by unthoughtful or careless architects, it is no easy problem to convince him that architectural service is worth while. So if, as is true in many districts, architects are not called upon to do small shops as often as they should be,

FIVE POINTS STORE GROUP AT BIRMINGHAM, ALABAMA
MILLER & MARTIN, ARCHITECTS

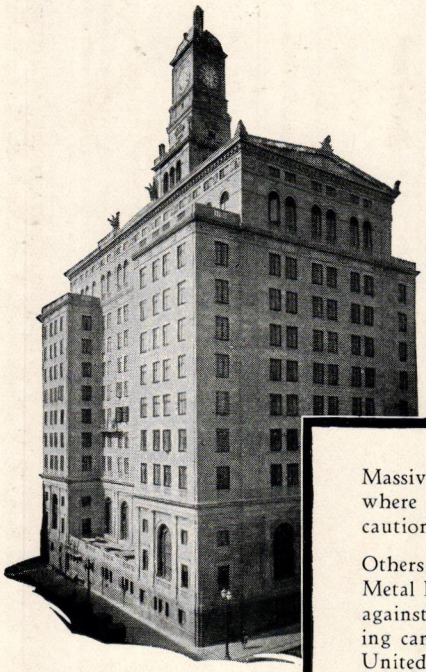
TOWER DETAIL, FIVE POINTS STORE GROUP, BIRMINGHAM, ALABAMA

MILLER & MARTIN, ARCHITECTS

INTERIOR DETAIL IN A NUNNALLY CANDY SHOP, ATLANTA, GA.
HENTZ, ADLER & SHUTZE, ARCHITECTS

it is probable that the fault lies primarily with the architectural profession, and particularly with those members of the profession who are prone to do these so-called "simple" jobs in a careless and uninterested manner.

The architect who discusses with his prospective client the subject of shop buildings must realize first of all, that the average retail merchant has no idea of spending any large amount of money to fix up the old front. This is generally the job to be done rather than designing outright a new structure. Therefore he must talk price as well as quality. On first thought this would seem to impose a handicap upon the architect at the very start, for everyone knows that it takes money to do good architecture. However, it is not good business on the part of the architect to flash upon the poor unsuspecting merchant an elaborate design that would cost three or four times as much as he could reasonably expect him to put into the job. It is far better to start with a simple, inexpensive design and then with the proper sales talk on quality and attractiveness of the finished building, such as would prove a real investment for him, convince the client of the propriety of spending more money. In this way you can usually put over to your client the desire to erect just the proper shop front that you originally had in mind for him.



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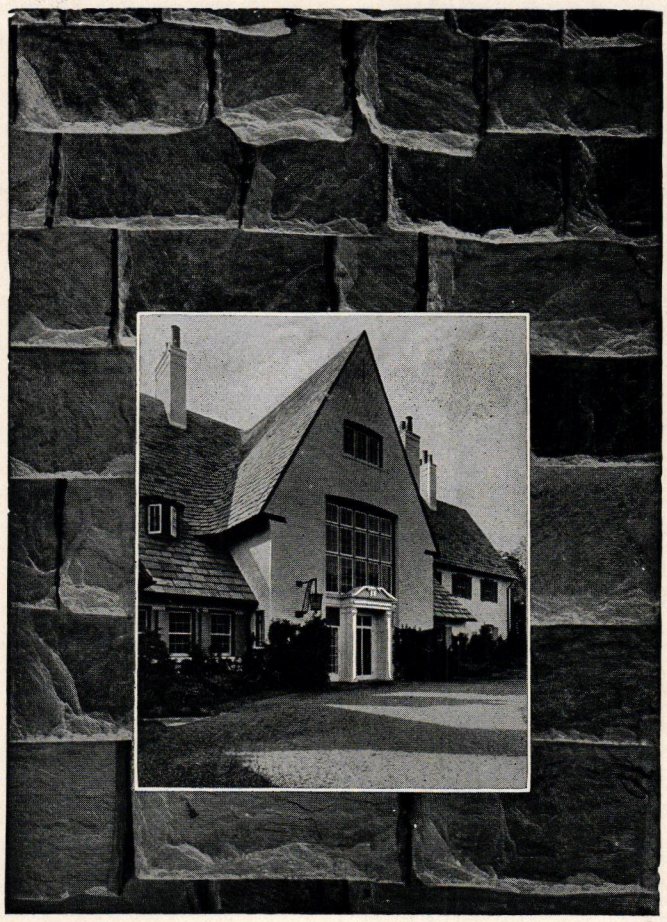

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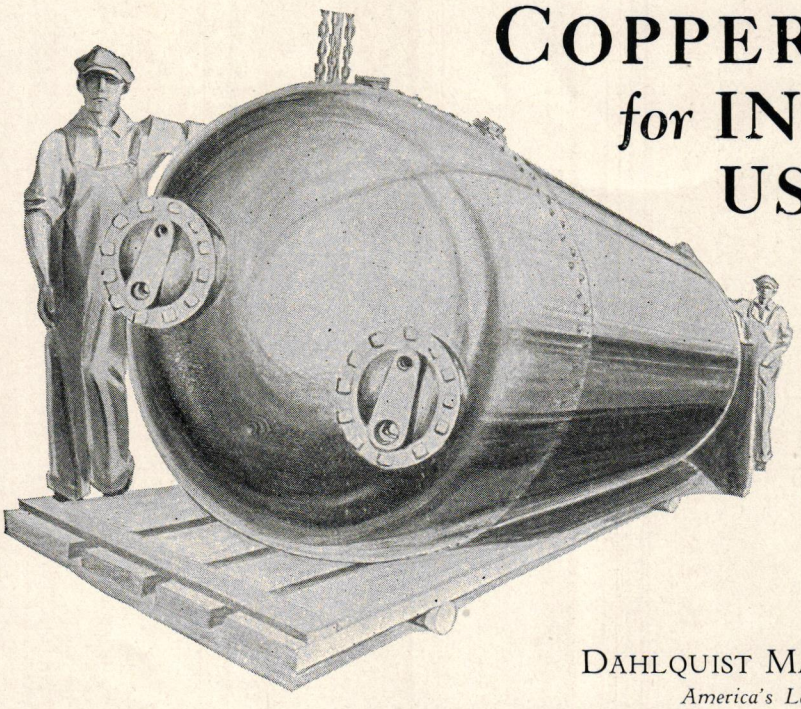

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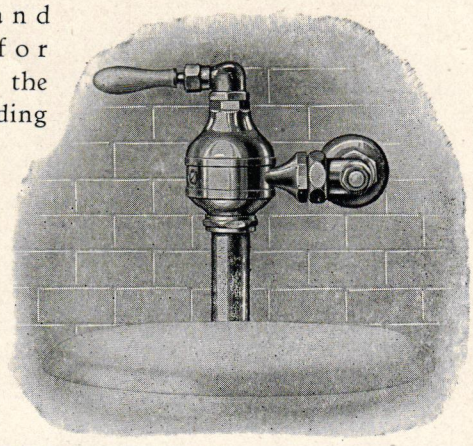

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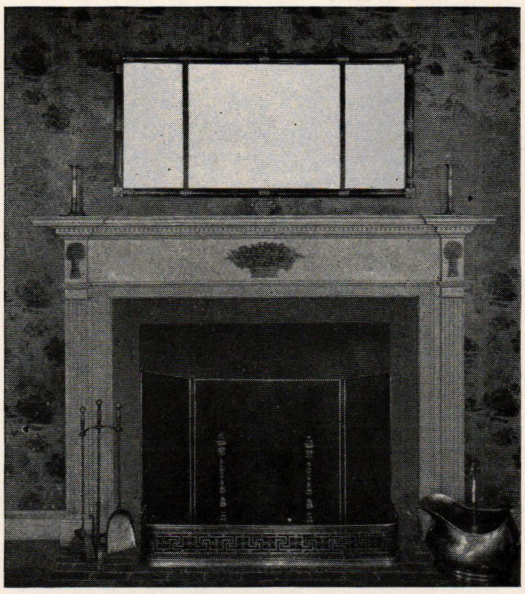

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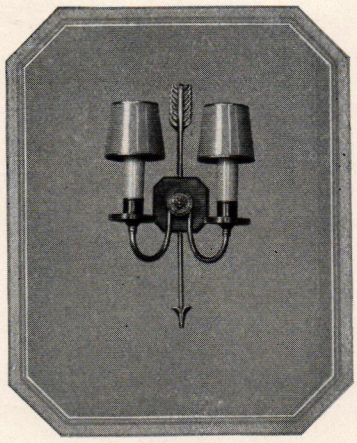

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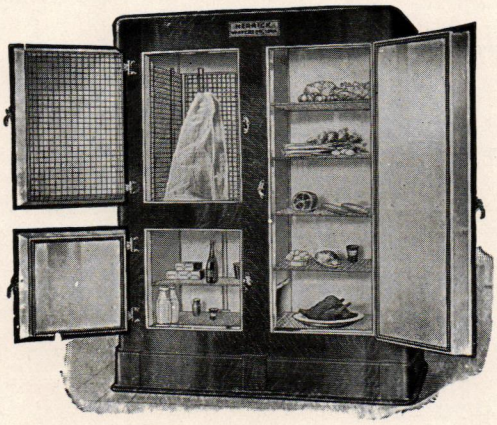

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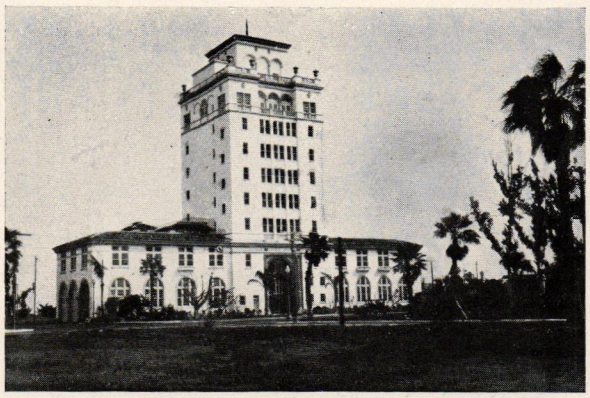

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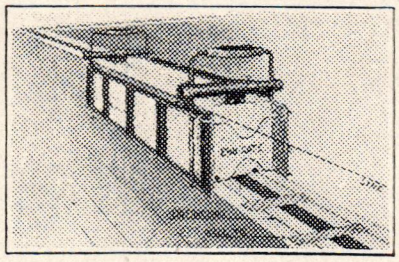

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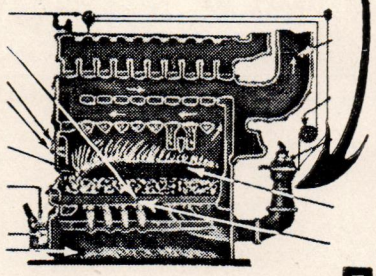

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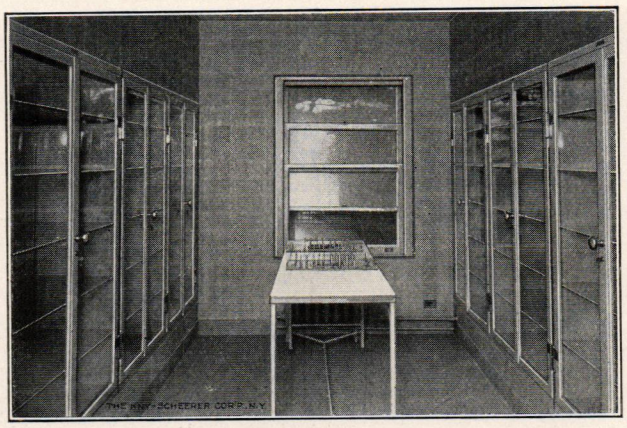

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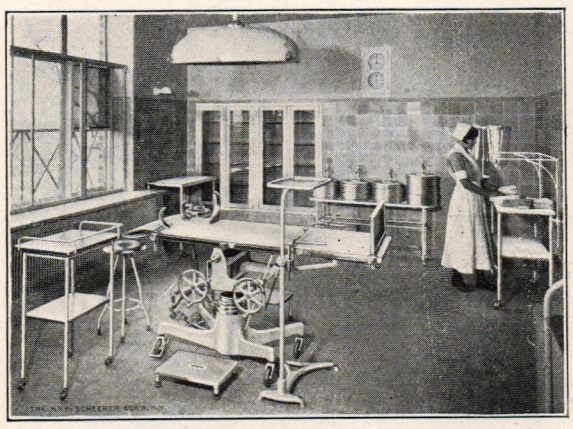

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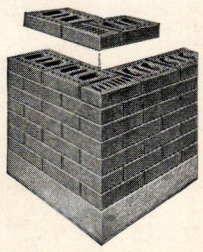

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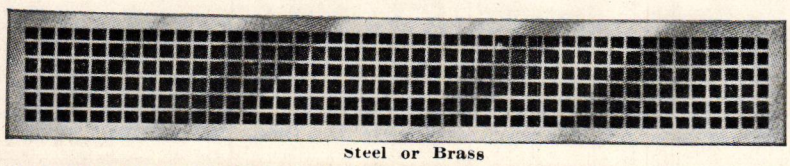

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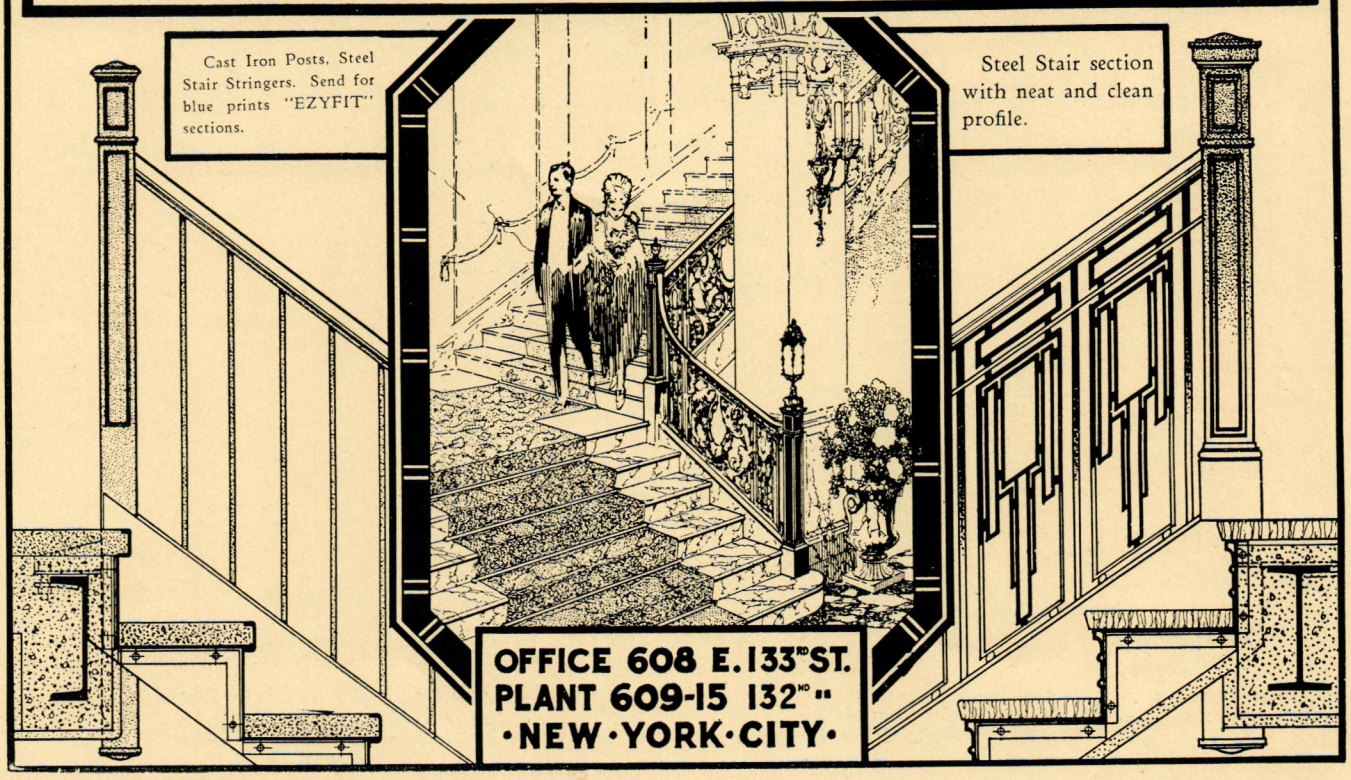

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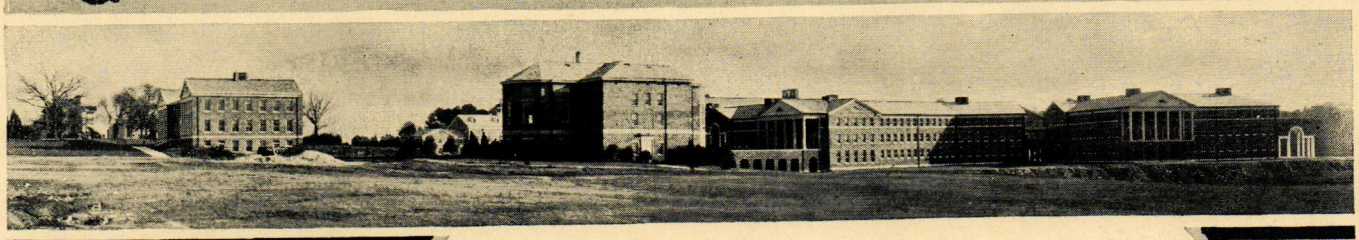

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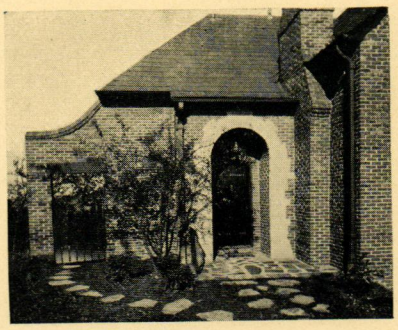

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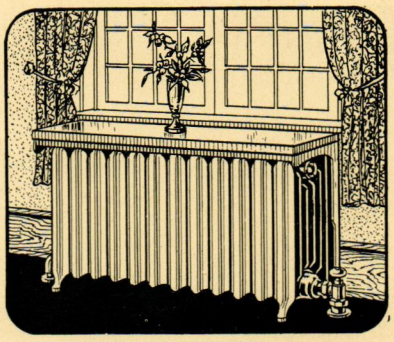

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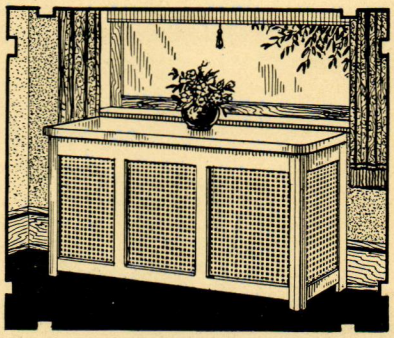

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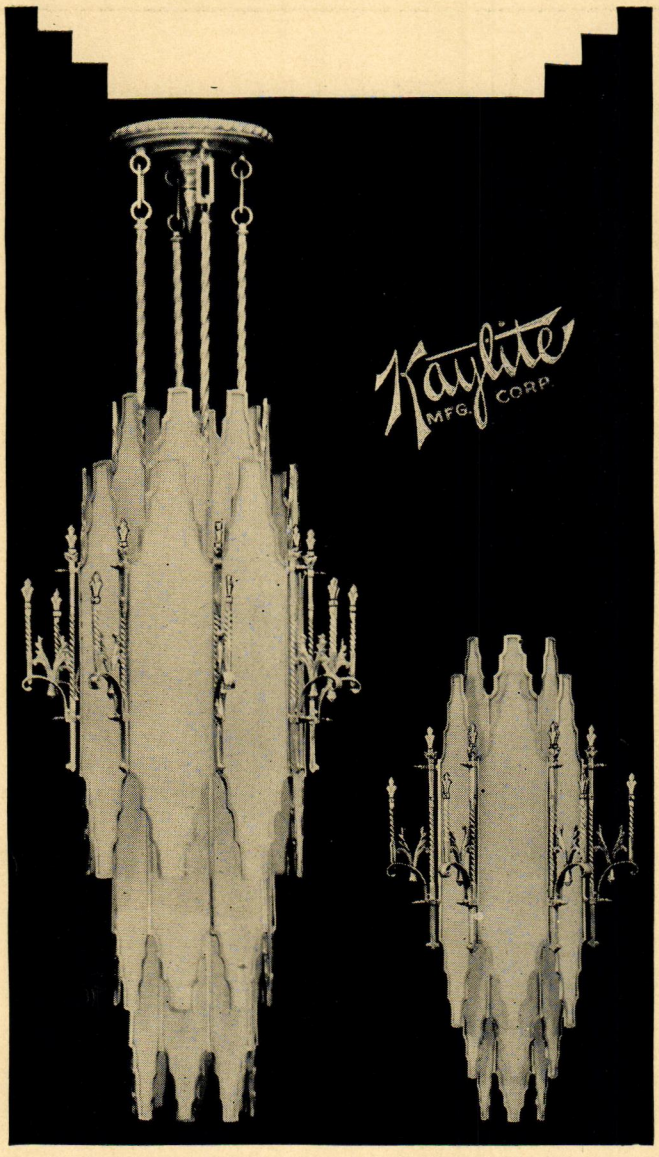

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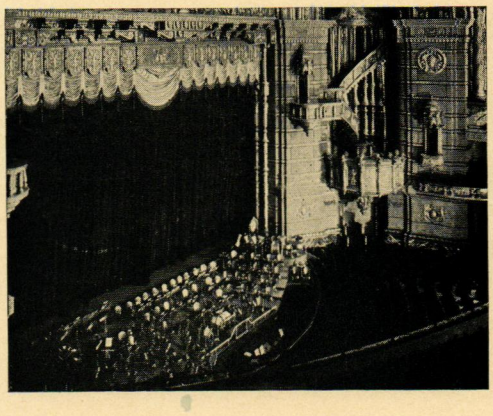

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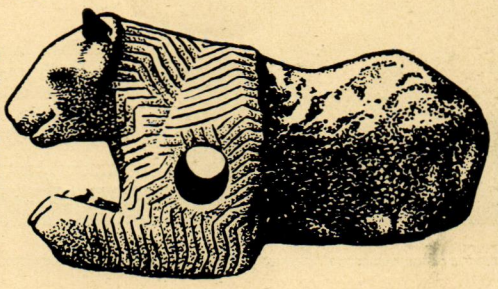

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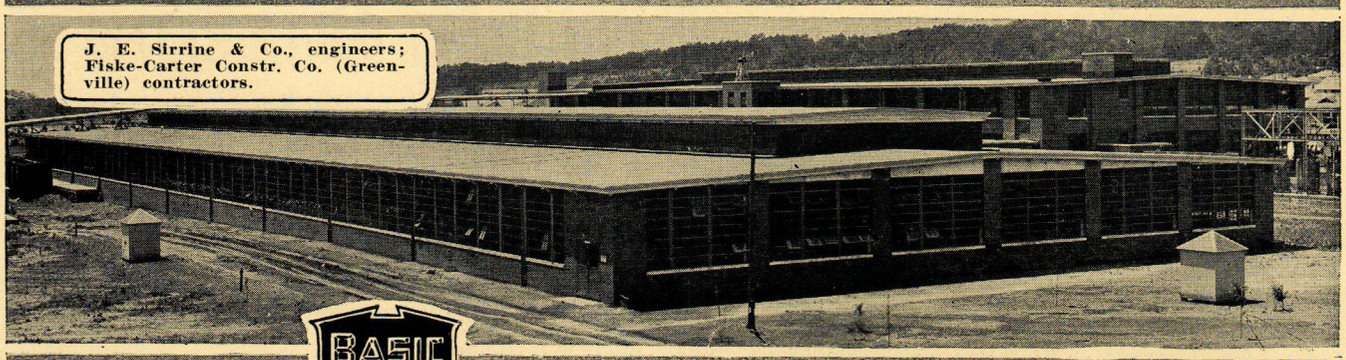

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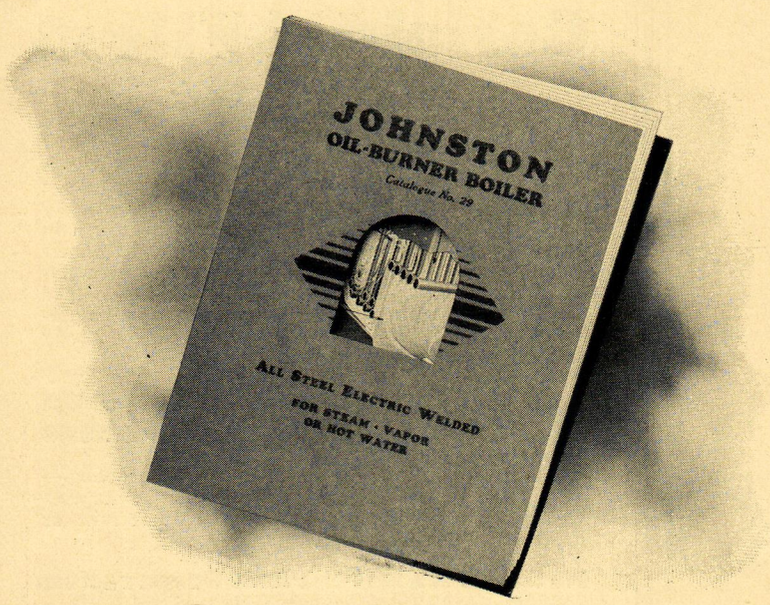
JOHNSTON OIL-BURNER BOILER



The new Johnston Catalog containing complete information concerning the Johnston Oil-Burner Boiler is just off the press. It contains a test chart which shows the Johnston Boiler is 85% efficient at 100% boiler rating.

The new catalog furnishes convincing evidence that the Johnston Oil-Burner Boiler will cut your clients oil fuel costs from 25% to 50%.

Have your secretary write today asking for a copy of this book for your files.

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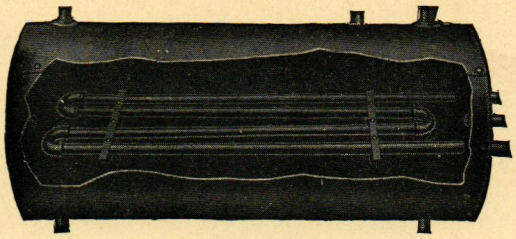
Unconditionally Guaranteed TANKS by their SERVICE



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The Novelty Steam Boiler Works Co.

Factory: Clare & Kloman Sts. Baltimore, Md.

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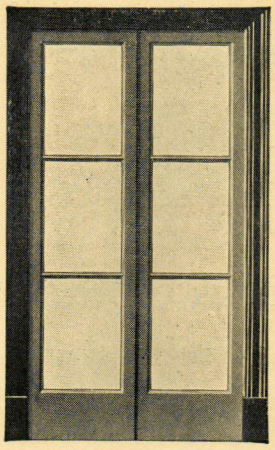
FOR PASSENGER SERVICE



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of Wood and Steel. Substantially built by Master Craftsmen of the Furniture Capital.

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REINHARDT SHOWER DOOR

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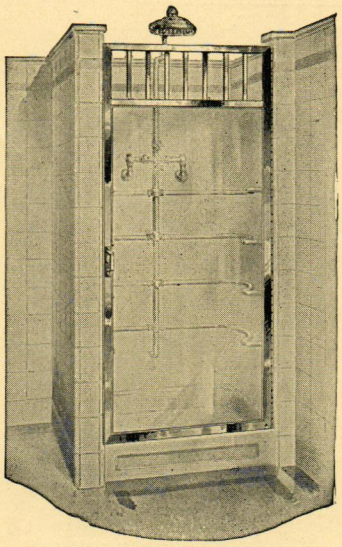

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No wood cores or metal that will deteriorate.

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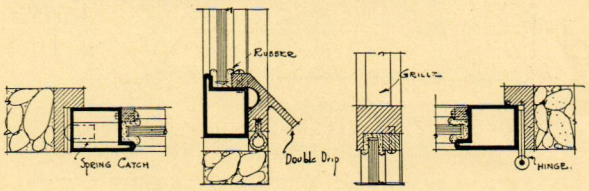

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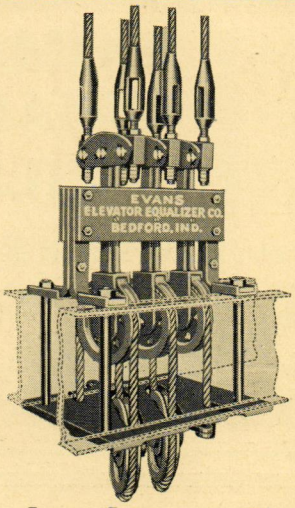

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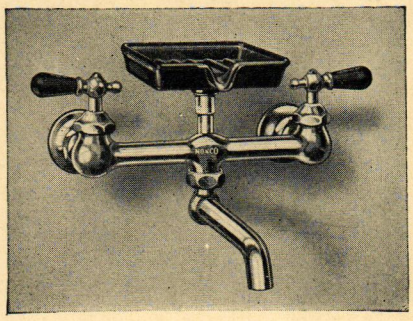

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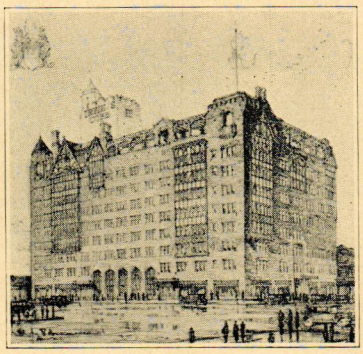

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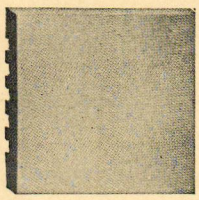

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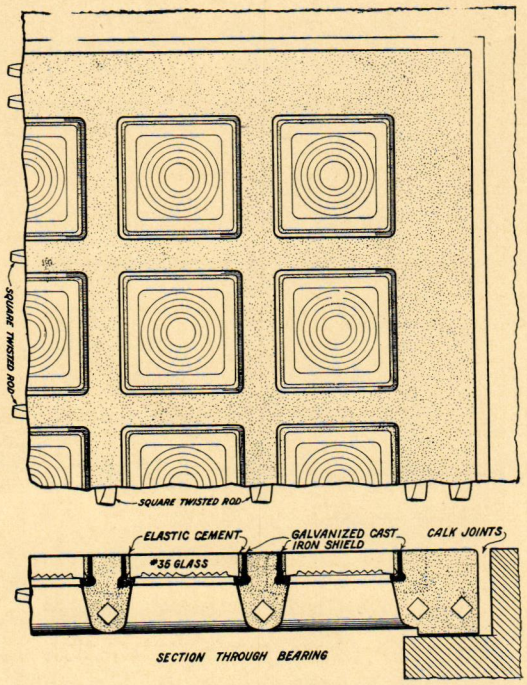

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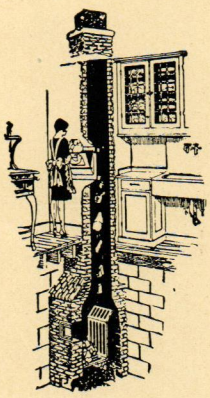

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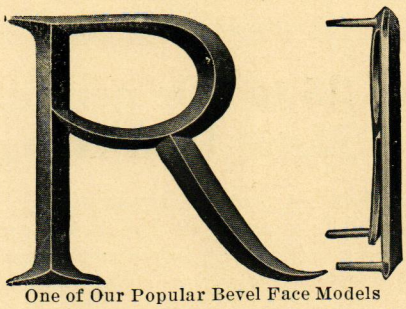

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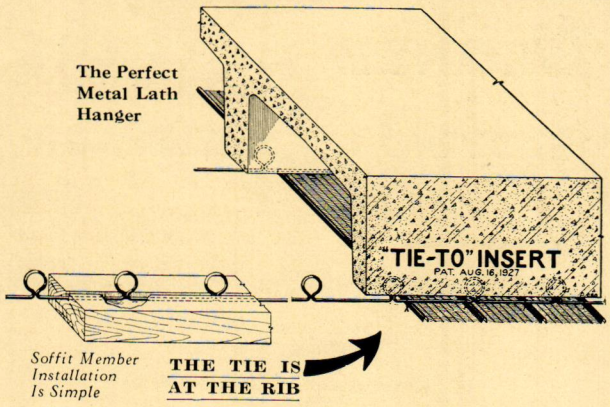

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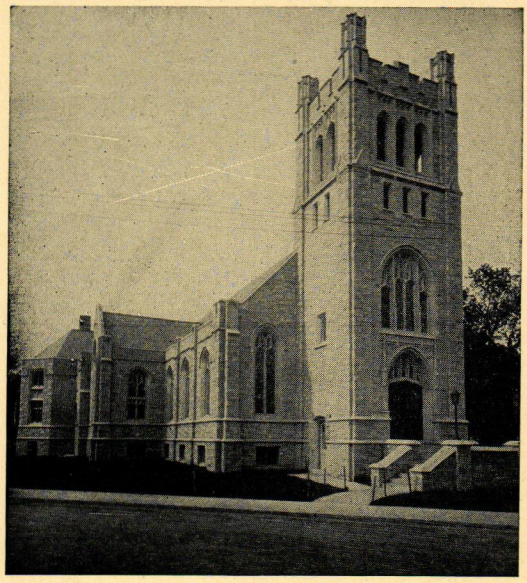

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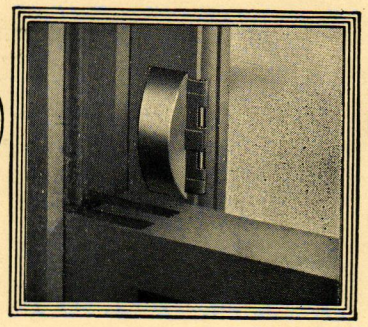

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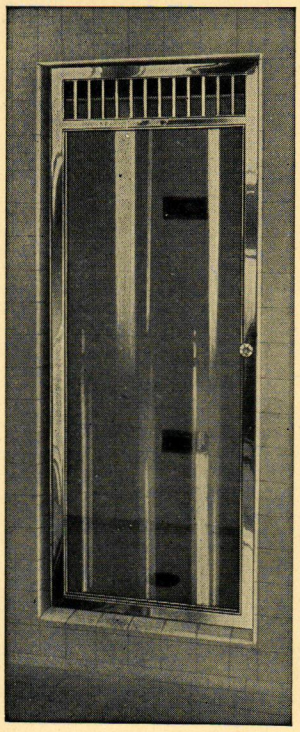

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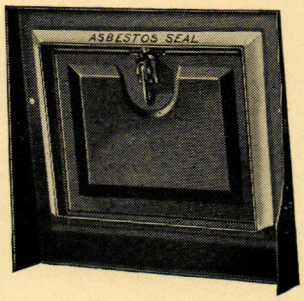

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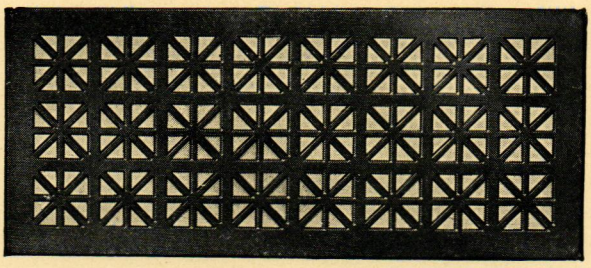

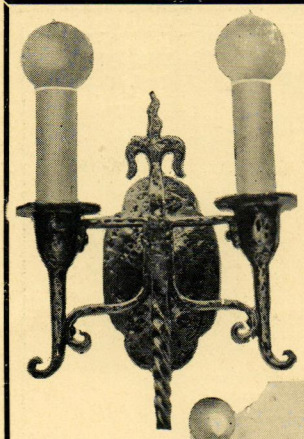

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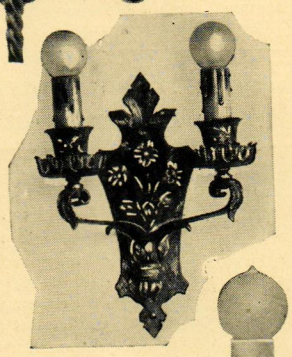

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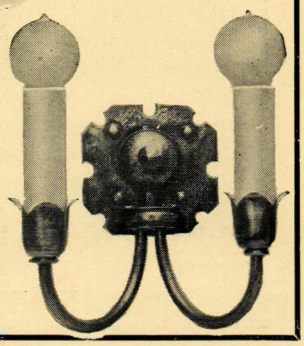

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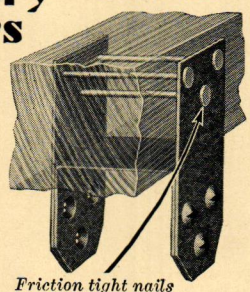

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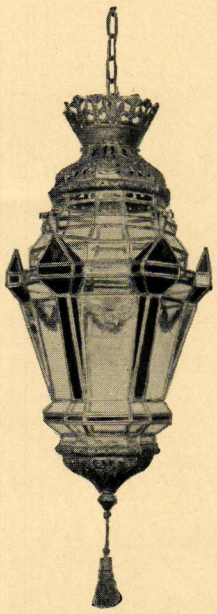

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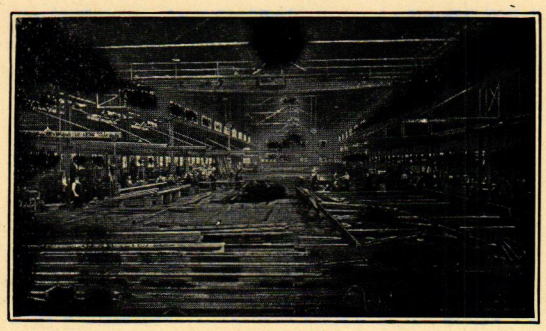

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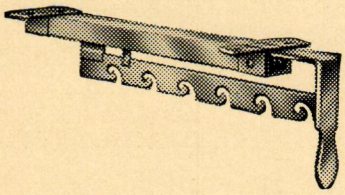

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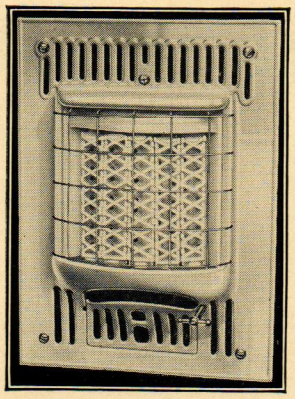

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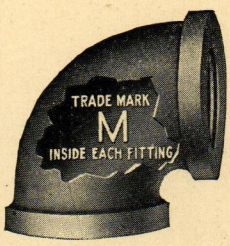

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November 6, 1928

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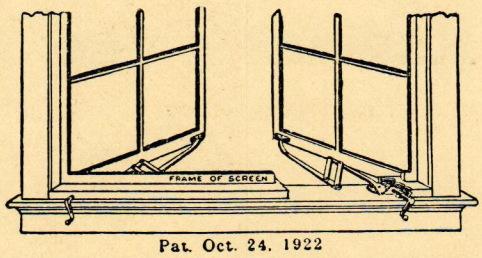

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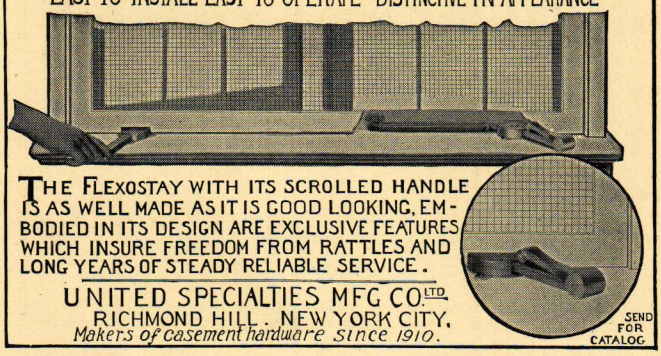

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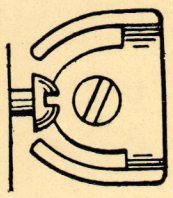

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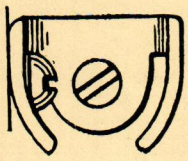

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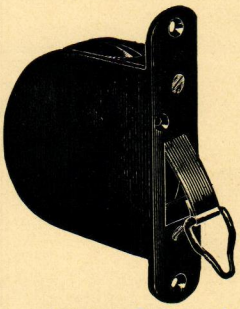

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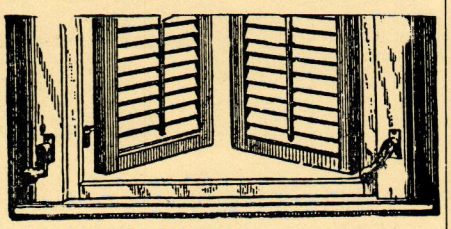

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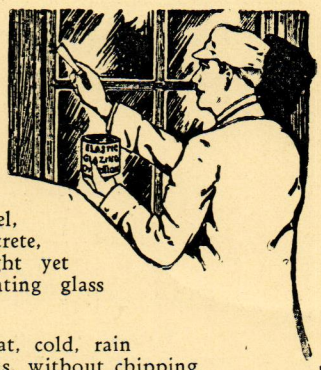

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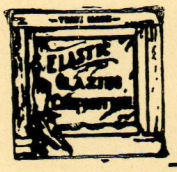

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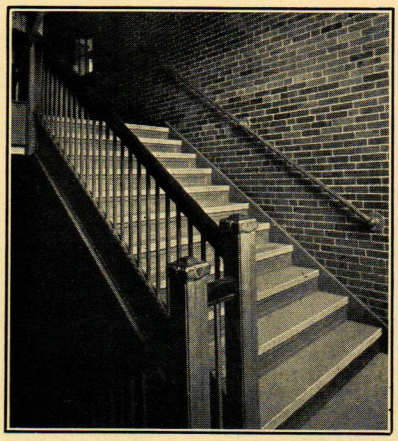

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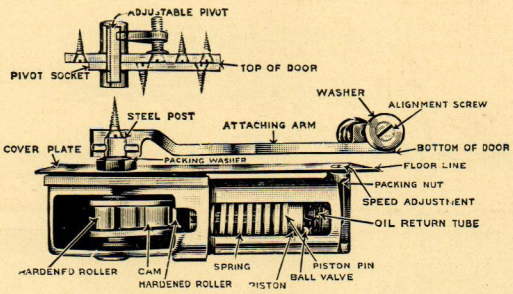

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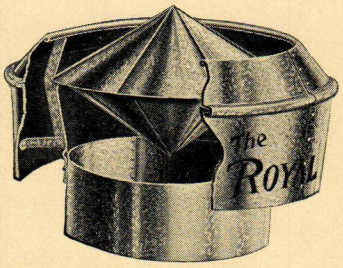

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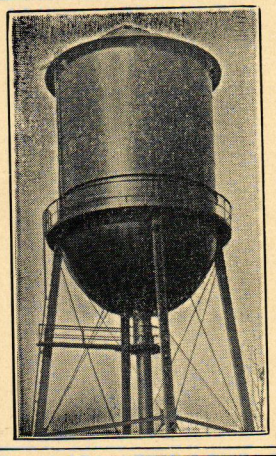

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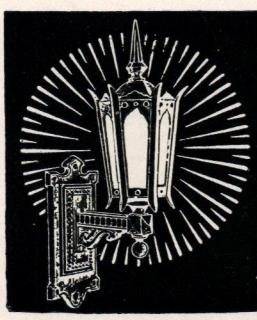

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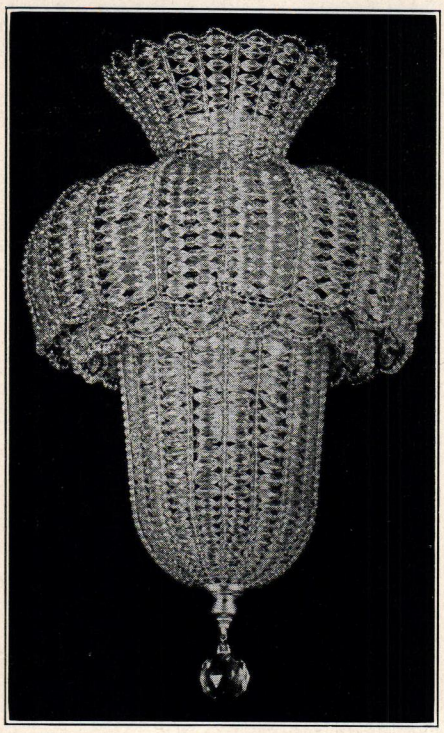

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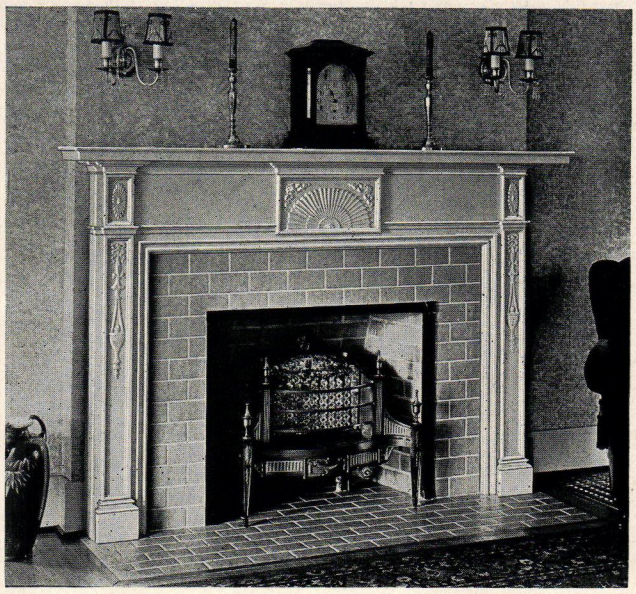

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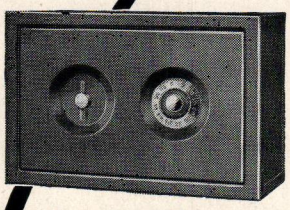

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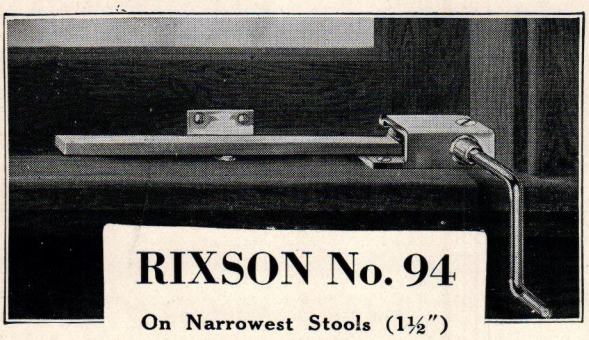

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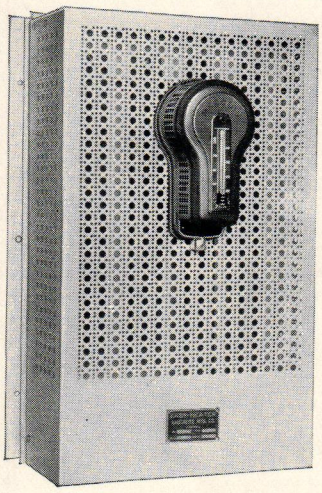

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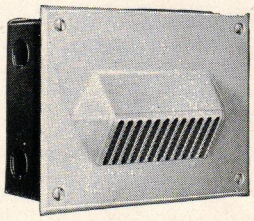

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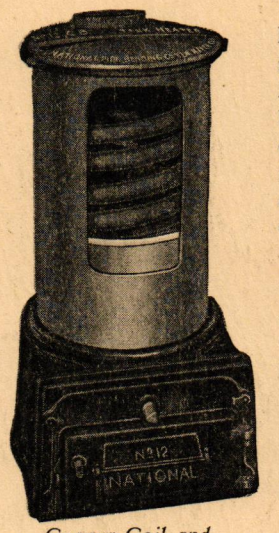

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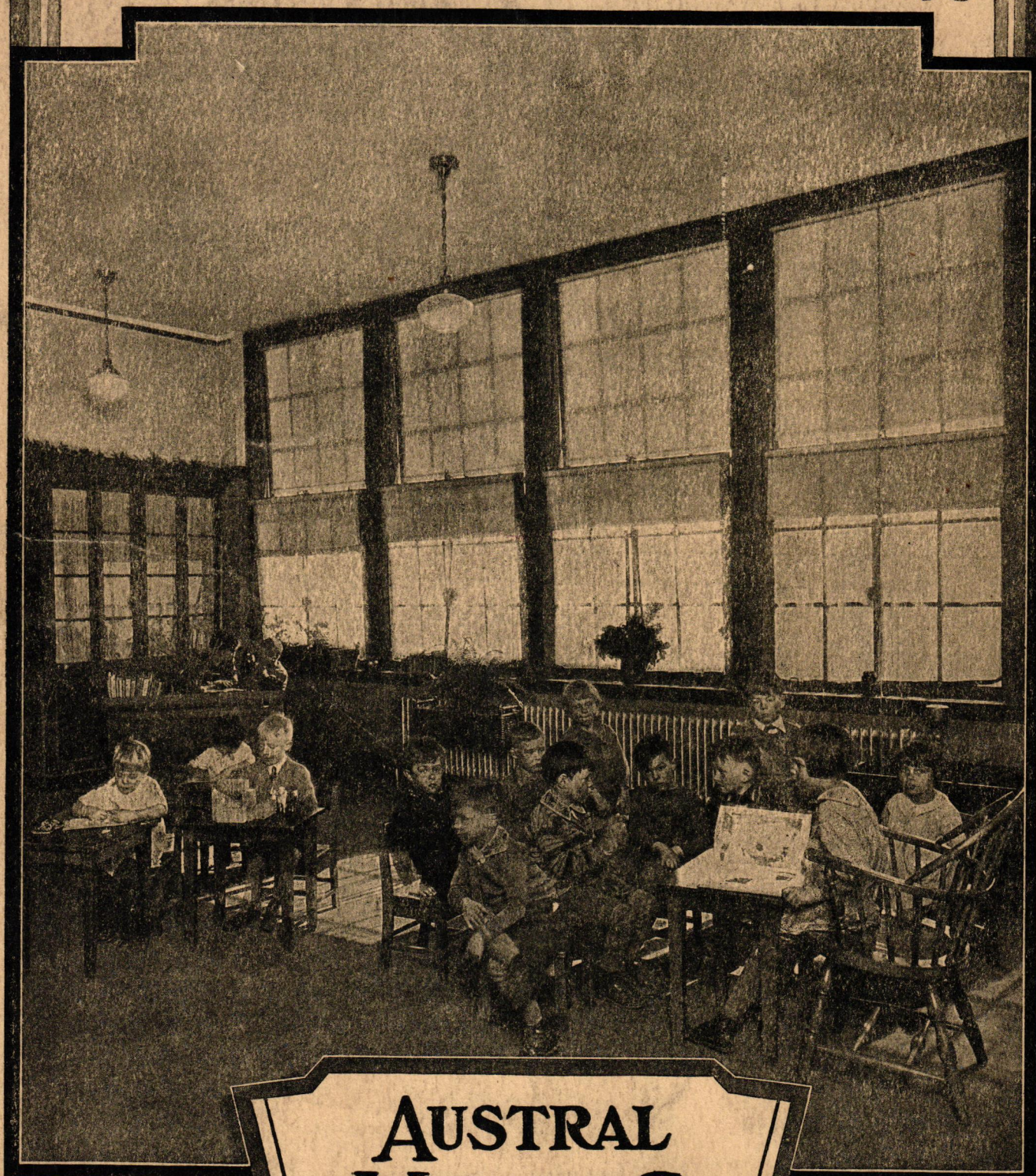

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